



Social Customer Care Benchmarking Report: 2022 Industry Leaders

HOW SIX INDUSTRIES STACK UP

JUNE 2022

Customers today have high expectations for their interactions with businesses. One-to-one conversations provide an opportunity for organizations to listen and respond to their customers, while **creating experiences those customers will love.**

We published Sprinklr's first **Social Customer Care Benchmarking Report** to help you measure your brand's performance against other care teams in your industry — and across other industries as well.

Excellence in customer care begins with building strong customer relationships. And businesses that build and sustain a strong social media presence lay the foundation for these relationships to flourish. The very best care never requires issue escalation, because you're already in a conversation that allows you to recognize and address your customers' needs promptly and compassionately.

Introduction

This benchmarking report provides a data-based measurement of how well companies on a similar scale are managing their social customer care.

Managing customer care is significantly more complex for enterprises and global businesses, which face a massive volume of incoming queries. This report uses the scale of each brand's social media following as a proxy for brand size, and focuses on the top performing enterprise-scale brands: those with an average follower count that is above the 95th percentile for the industry.

The **Sprinklr Care Score** provides a way of assessing success in the consumer-to-brand dialogue. The score is made up of 10 indicators, gathered from across three social networks: Facebook, Instagram, and Twitter. Together, the indicators listed below allow us to assess how well a brand performs across three facets of social customer care.

Brands with broad strength in all three areas, as demonstrated across two or more networks, earn top marks in care. This report showcases the top performers, and provides the benchmarks you need to measure your performance against your industry peers.

Social Customer Care Indicators

CONSUMER APPEAL

- Volume of published messages
- Engagement rate
- Post comments
- Fan messages

BRAND RESPONSIVENESS

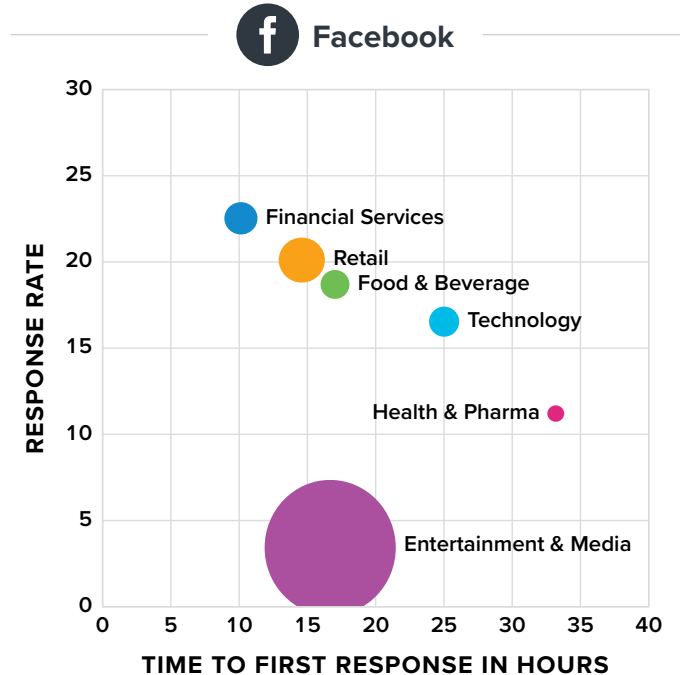
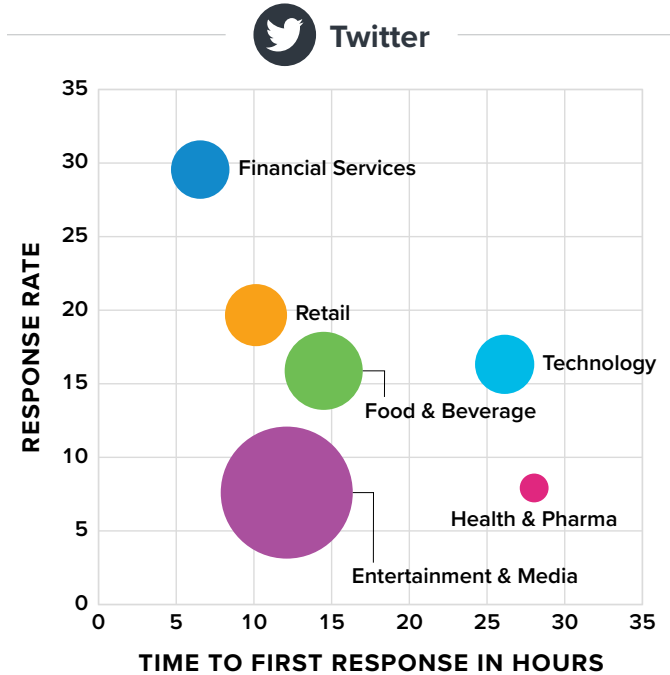
- Time to first response
- Volume of fan messages replied to
- Response rate

ATTENTION TO CUSTOMERS

- Following
- Account followers
- Outbound likes and favorites

The Highlights

RESPONSE RATE VS TIME TO FIRST RESPONSE AND INBOUND MESSAGE VOLUME



*Size of bubble corresponds to volume of inbound messages

QUICK INSIGHT

Financial Services brands are in a league of their own — not only in responding to their customers, but in responding quickly, too, especially on Twitter.

QUICK INSIGHT

Entertainment & Media brands have over **17x** as many inbound messages as other industries on Facebook.

AVERAGE VOLUME OF INBOUND MESSAGES REPLIED TO BY BRANDS



5,947

15,214

29,815

1,145

14,724

14,272

Entertainment & Media

Financial Services

Food & Beverage

Health & Pharma

Retail

Technology



1,899

5,180

2,657

519

8,560

1,337

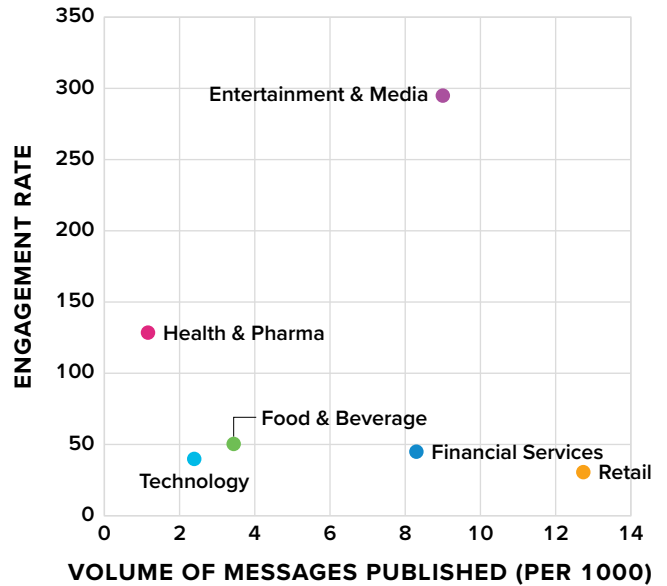
ENGAGEMENT RATE VS VOLUME OF MESSAGES PUBLISHED



Twitter



Facebook



QUICK INSIGHT

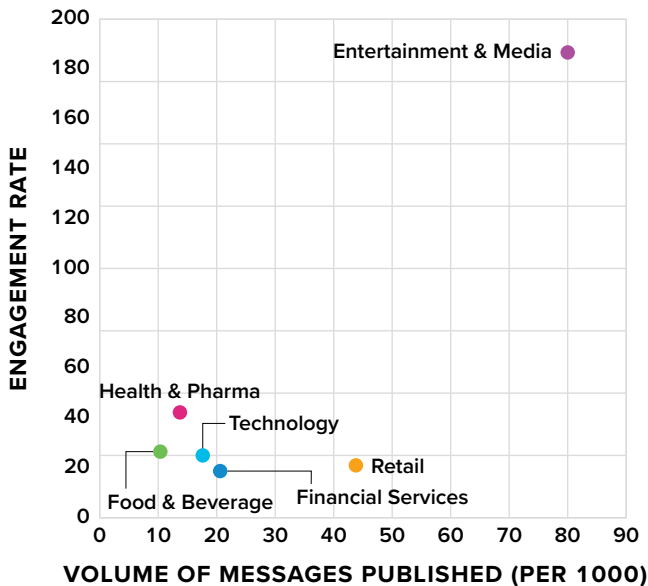
Twitter is a popular channel for **Food & Beverage** brands, publishing **5x** more messages than other industries.

QUICK INSIGHT

Retail brands are in a league of their own when it comes to publishing messages on Facebook.



Instagram



QUICK INSIGHT

On Instagram, as with all channels, **Entertainment & Media** brands garner more engagement than any other industry.



Key Learnings

A strong voice enables care

Businesses that post frequently to their social channels show customers that they're present and available. The top brands sustain a higher posting frequency in order to stay top of mind for their customers.

Engagement is an enabler of care

Customers shouldn't think of you only when they have an issue to resolve. Top brands attract ongoing engagement from their customers so that they have a strong foundation when the need for help arises.

24/7 care is now expected

Traditional 9 to 5 customer service is a thing of the past. People today are always online and connected — so your businesses should be too. The top enterprise brands provide social care on all the channels where customers already spend their time — responding quickly, regardless of the time or day of the week.

Large enterprise brands should focus on addressable messages

Businesses that field a lower volume of inbound messages should focus on building trust with their outbound communication — rather than sifting through masses of mentions to find the occasional addressable message.

Smaller brands make the biggest effort

When enterprise brands are still growing, they need to respond to a higher proportion of incoming messages. While brands that have reached the top tier can accept a lower overall response rate because they may receive or be mentioned in a high volume of messages that are not directly addressable.

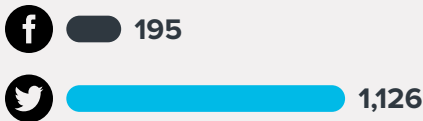
Technology

Airbnb leads the top 20 brands in **social care** with faster response times and higher engagement across channels.

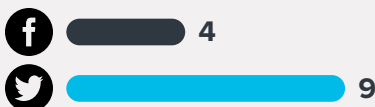
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|----------------------------|---------------------------|------------------------|---------------------|
| 1 airbnb | 6 boulanger | 11 ebay | 16 Canon |
| 2 akstira extra | 7 Google Workspace | 12 intuit | 17 ring |
| 3 intuit quickbooks | 8 Uber | 13 acer | 18 headspace |
| 4 Adobe | 9 Robot | 14 BlueStacks | 19 grammarly |
| 5 SendGrid | 10 KaBuM! | 15 pitney bowes | 20 Lenovo |

TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week

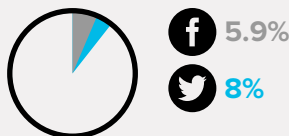


TOP BRANDS RESPONSE

Median time to first response

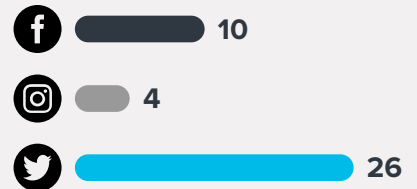


Average response rates

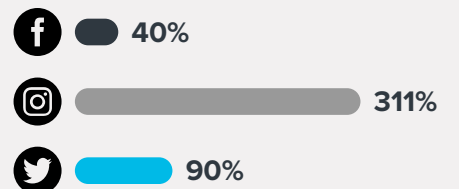


TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates*



*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.

THE HIGHLIGHTS

12X




The top technology brands build their followings by **replying to nearly 9x to 12x as many messages** as other enterprise brands.

2X




The top technology brands **post nearly 2x on Facebook and Twitter**, compared to other enterprise tech brands.

HOW WE HELP THE WORLD'S TOP TECHNOLOGY BRANDS




The best care experience is **when customers don't need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Proactively communicate with customers about real-time software and hardware updates
-  Proactively engage with customers while picking up on frustration signals during a service or fulfillment journey

The second best care experience is **when customers can help themselves**

-  Public facing knowledge base built for SEO
-  Self-service community with unified moderation — treating community as a channel
-  Robust omnichannel conversational AI to solve routine queries and IVR deflection to shift to faster resolution

The final care experience is **when agents are empowered to serve**

-  Knowledge Base
-  Guided Workflows
-  Agent Assist Tools
 - Smart Responses
 - Smart Compose
 - Similar Cases
 - Smart Comprehend
 - Smart Compliance
 - Co-Browsing

SOCIAL CUSTOMER CARE BENCHMARKING REPORT: TECHNOLOGY

The benchmarks in this report were developed from a dataset encompassing **2,150** brands around the world, ranging from small startups to large global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **1,075** tech brands with an average of 16,148 followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

Technology brands with more than **1,027,735** followers are the Top Brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **7,092,104 per social media account**.

INDUSTRY SPOTLIGHT:

Entertainment & Media

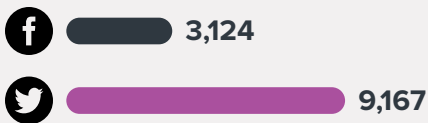


Netflix leads the top 20 brands in **social care** with volume of messages replied on Twitter and Facebook.

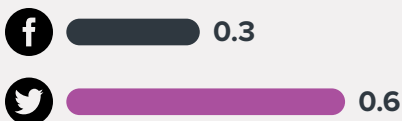
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|------------------|--------------------|----------------------------|-------------------------|
| 1 NETFLIX | 6 SeaWorld | 11 sky | 16 MLB.TV |
| 2 sportv | 7 HARLEQUIN | 12 TOPGOLF | 17 WeatherNation |
| 3 AXN | 8 SONY | 13 redbox. | 18 cinépolis. |
| 4 peacock | 9 TELECINE | 14 o/n | 19 SPORT BIBLE |
| 5 GOLF | 10 ESPN | 15 Hallmark CHANNEL | 20 UNOCERO |

TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week



TOP BRANDS RESPONSE

Median time to first response

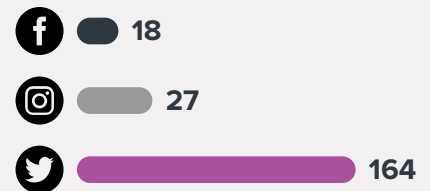


Average response rates

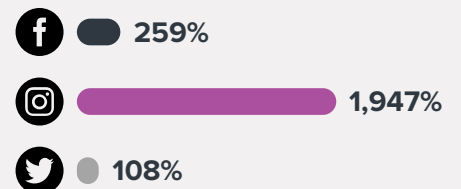


TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates*



*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.




THE HIGHLIGHTS

3X The top entertainment & media brands **publish 3x as many messages** as other brands — reflecting their role at the forefront of the media world: publishing is their business.




2X The top entertainment & media brands **respond to Facebook messages 2x** as other brands.

HOW WE HELP THE WORLD’S TOP ENTERTAINMENT & MEDIA BRANDS




The best care experience is **when customers don’t need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Proactively communicate with customers about real-time location updates and streaming service changes or enhancements
-  Proactively engage with customers while picking up on frustration signals up to, during, and after an entertainment experience

The second best care experience is **when customers can help themselves**

-  Interactive, Q&A-based product usage guides/tips on a website or mobile app
-  Self-service community with unified moderation — treating community as a channel
-  Robust omnichannel conversational AI to solve routine queries and IVR deflection to shift to faster resolution

The final care experience is **when agents are empowered to serve**

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SOCIAL CUSTOMER CARE BENCHMARKING REPORT: ENTERTAINMENT & MEDIA

The benchmarks in this report were developed from a dataset encompassing **1,602** brands around the world, ranging from small startups to large global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **1,381** entertainment & media brands with an average of **165,695** followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

The entertainment & media brands with more than **5,822,265** followers are the top brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **12,921,844 per social media account**.

INDUSTRY SPOTLIGHT: Financial Services

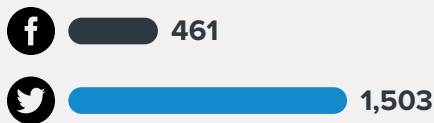


The UK's Nationwide Building Society leads the top 20 brands in **social care** with higher response rates and quicker response times.

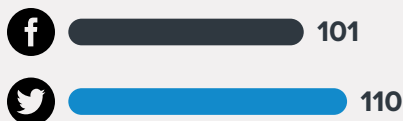
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| 1 | 6 | 11 | 16 |
| 2 | 7 | 12 | 17 |
| 3 | 8 | 13 | 18 |
| 4 | 9 | 14 | 19 |
| 5 | 10 | 15 | 20 |

TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week

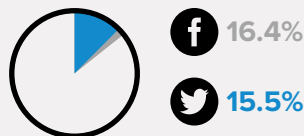


TOP BRANDS RESPONSE

Median time to first response

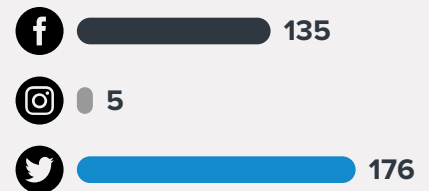


Average response rates

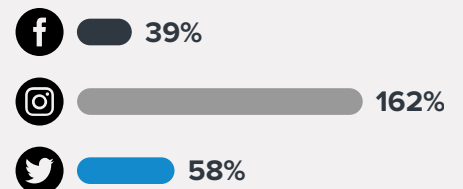


TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates*



*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.

THE HIGHLIGHTS

14X




The top brands build their followings by **replying to 14x as many messages** as other enterprise brands in the Financial Services sector.

8X




The top Financial Services brands **post 8x more** on Twitter than enterprise brands, and also post more frequently on Facebook. It's an effective way to stay on their customers' minds.

HOW WE HELP THE WORLD'S TOP FINANCIAL SERVICES BRANDS




The best care experience is **when customers don't need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Share real-time actionable insights within the organization to improve processes, products, and people capabilities
-  Proactively communicate with customers about real-time location and finserv updates (e.g., mortgage rates)

The second best care experience is **when customers can help themselves**

-  Interactive, Q&A-based product usage guides/tips on a website or mobile app
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 - Co-Browsing

SOCIAL CUSTOMER CARE BENCHMARKING REPORT: FINANCIAL SERVICES

The benchmarks in this report were developed from a dataset encompassing **1,307** brands around the world, ranging from small startups to large global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **654** financial services brands with an average of **27,417** followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

Financial services brands with more than **670,803** followers are the top brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **1,490,188 per social media account**.

INDUSTRY SPOTLIGHT:

Food & Beverage

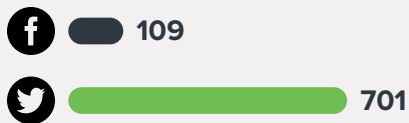


The King Arthur Baking Company leads the top 20 brands in social care with higher engagement.

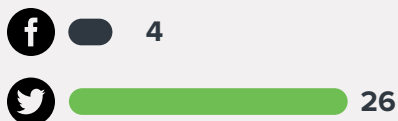
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| 1 | 6 | 11 | 16 |
| 2 | 7 | 12 | 17 |
| 3 | 8 | 13 | 18 |
| 4 | 9 | 14 | 19 |
| 5 | 10 | 15 | 20 |

TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week



TOP BRANDS RESPONSE

Median time to first response

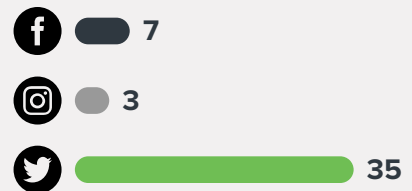


Average response rates

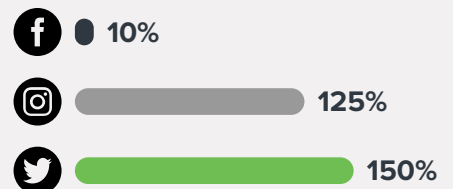


TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates*



*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.

THE HIGHLIGHTS

10X




The top brands build their followings by **replying to up to 10x as many messages** as other enterprise brands in the Food & Beverage sector.

5X




Top brands sustain a higher posting frequency in order to stay on their customers' minds: the biggest Food & Beverage brands **post 5x as many tweets** as smaller companies in the sector.

HOW WE HELP THE WORLD'S TOP FOOD & BEVERAGE BRANDS




The best care experience is **when customers don't need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Proactively communicate with customers about real-time location hours and product availability updates
-  Proactively engage with customers while picking up on frustration signals during a food delivery journey

The second best care experience is **when customers can help themselves**

-  Public facing knowledge base built for SEO
-  Self-service community with unified moderation — treating community as a channel
-  Robust omnichannel conversational AI to solve routine queries and IVR deflection to shift to faster resolution

The final care experience is **when agents are empowered to serve**

-  Knowledge Base
-  Guided Workflows
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 - Smart Responses
 - Smart Compose
 - Similar Cases
 - Smart Comprehend
 - Smart Compliance
 - Co-Browsing

SOCIAL CUSTOMER CARE BENCHMARKING REPORT: FOOD & BEVERAGE

The benchmarks in this report were developed from a dataset encompassing **3,204** brands around the world, ranging from small startups to large global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **1,602** food & beverage brands with an average of **48,880** followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

The food & beverage brands with more than **841,295** followers are the top brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **2,237,405 per social media account**.

INDUSTRY SPOTLIGHT:

Health & Pharma

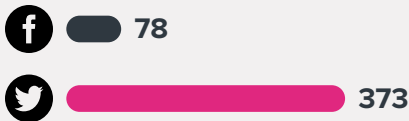


South Africa's Dis-Chem leads the top 20 brands in **social care** with higher response rates and faster response times.

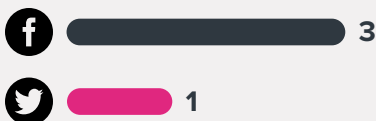
- | | | | |
|---|---|--|---------------------------------------|
| 1 Dis-Chem | 6 Cigna | 11 Scripps | 16 LloydsPharmacy |
| 2 SWISS MEDICAL
MEDICINA PRIVADA | 7 RANDOX | 12 VANDERBILT UNIVERSITY
MEDICAL CENTER | 17 Fortis |
| 3 MD Anderson Cancer Center
THE UNIVERSITY OF TEXAS
Making Cancer History | 8 St. Michael's Foundation | 13 サッポロドラ
札幌 薬粧
SAPPORO DRUG STORE | 18 AspenDental |
| 4 Sanquin | 9 HENRY FORD HEALTH | 14 CVS pharmacy | 19 Starkey |
| 5 BANC DE SANG
I TEIXITS | 10 THE OHIO STATE UNIVERSITY
WEXNER MEDICAL CENTER | 15 Beaumont | 20 Quest
Diagnostics |

TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week

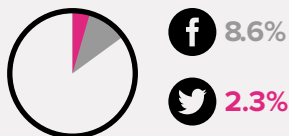


TOP BRANDS RESPONSE

Median time to first response

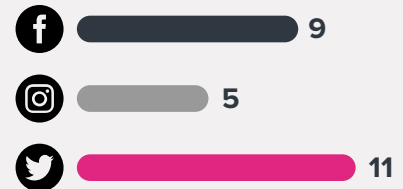


Average response rates

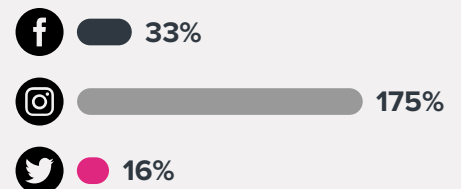


TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates*



*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.

THE HIGHLIGHTS

6X




The top brands built their followings by **replying to up to 6x as many messages** as other enterprise brands in the health & pharma sector.

5X




Health & pharma brands face the lowest incoming message volume of any industry we looked at, though top brands **receive 5x as many incoming messages** as others within this industry.

HOW WE HELP THE WORLD'S TOP HEALTH & PHARMA BRANDS




The best care experience is **when customers don't need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Share real-time actionable insights within the organization to improve processes, products, and people capabilities
-  Proactively engage with customers while picking up on frustration signals during a patient journey

The second best care experience is **when customers can help themselves**

-  Interactive, Q&A-based product usage guides/ precautions on a website or mobile app
-  Self-service community with unified moderation — treating community as a channel
-  Robust omnichannel conversational AI to solve routine queries and IVR deflection to shift to faster resolution

The final care experience is **when agents are empowered to serve**

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 - Smart Responses
 - Smart Compose
 - Similar Cases
 - Smart Comprehend
 - Smart Compliance
 - Co-Browsing

SOCIAL CUSTOMER CARE BENCHMARKING REPORT: HEALTH & PHARMA

The benchmarks in this report were developed from a dataset encompassing **970** brands around the world, ranging from small startups to large global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **485** health & pharma brands with an average of **12,022** followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

The health & pharma brands with more than **226,003** followers are the top brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **631,550 per social media account**.

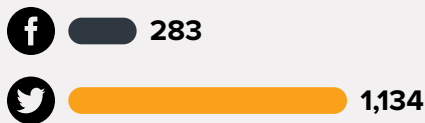


Mexico's Chedraui leads the top 20 brands in **social care** with faster response times and higher response rates.

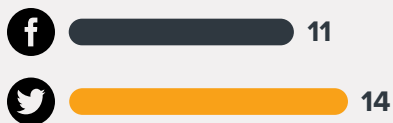
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|---------------------|------------------------|-----------------------|----------------------------------|
| 1 CHEDRAUI | 6 sportMaster | 11 OTTO | 16 chico's |
| 2 PRIMARK* | 7 Superdrug* | 12 Sainsbury's | 17 Liverpool* |
| 3 chewy | 8 magazineLuiza | 13 Zappos.com | 18 Bath & Body Works* |
| 4 CASASBAHIA | 9 Deals | 14 petco | 19 ★macy's |
| 5 RIACHUELO | 10 Sb Suburbia | 15 M Myntra | 20 NETSHOES |

TOP BRANDS INBOUND VOLUME

Median inbound messages per week



Median messages replied to per week



TOP BRANDS RESPONSE

Median time to first response

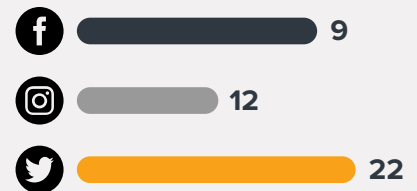


Average response rates

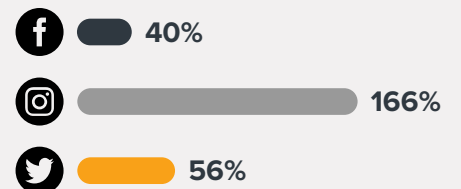


TOP BRANDS OUTBOUND VOLUME

Median messages published per week



Average engagement rates*



*We see engagement rates over 100% because many brands attract engagement from people who are not actually following the brand's account.

THE HIGHLIGHTS

15X




The top retail brands receive **5x to 15x** as many incoming messages as other enterprise brands.

4X




The top retail brands built their followings by **replying to nearly 4x** as many messages as other enterprise brands.

HOW WE HELP THE WORLD'S TOP RETAIL BRANDS




The best care experience is **when customers don't need help at all**

-  Help discover recurring customer issues by identifying top contact drivers
-  Proactively communicate with customers about real-time location hours and product availability updates
-  Proactively engage with customers while picking up on frustration signals during a product delivery or product usage journey

The second best care experience is **when customers can help themselves**

-  Interactive, Q&A-based product usage guides/ precautions on a website or mobile app
-  Self-service community with unified moderation — treating community as a channel
-  Robust omnichannel conversational AI to solve routine queries and IVR deflection to shift to faster resolution

The final care experience is **when agents are empowered to serve**

-  Knowledge Base
-  Guided Workflows
-  Agent Assist Tools
 - Smart Responses
 - Smart Compose
 - Similar Cases
 - Smart Comprehend
 - Smart Compliance
 - Co-Browsing

SOCIAL CUSTOMER CARE BENCHMARKING REPORT: RETAIL

The benchmarks in this report were developed from a dataset encompassing **3,136** brands around the world, ranging from tiny startups to giant global companies. Since this report focuses on best social care practices for larger companies, our benchmarks are based on the performance of the larger brands within our dataset: the **1,568** Retail brands with an average of **160,910** followers or more per social network account. Since the very biggest of these brands — the top 5% — work at a much larger scale, we show their performance separately, so you can see what it takes to be among the best of the best.

Retail brands with more than **2,966,829** followers are the Top Brands in the industry: the big brands or those whose social media efforts have garnered major followings. They have an average of **7,771,774** per social media account.

About this Report

The **Social Customer Care Benchmarking Report: 2022 Industry Leaders** is a proprietary and independent analysis for businesses to compare their own social media-based customer support against industry peers. The report consists of data from Sprinklr’s publicly available digital sources, across the six industries.

This report can be used to evaluate a brand’s social care maturity level with respect to the industry — and to compare strategies and tactics utilized by best-in-class brands.

Our methodology leverages the following data sources:



**Sprinklr
Modern Research**



**8 LAYERS
OF AI**



TIME FRAME
Sep 8, 2020 – Oct 7, 2021

This report was developed using Sprinklr’s leading Modern Research product, which analyzes both owned and earned digital conversations. All benchmarks are based on a full year of data (September 8, 2020 – October 7, 2021).

The full data set for this report encompassed over 13k brands across six different industries — Entertainment & Media, Financial Services, Food & Beverage, Health & Pharma, Retail, and Technology. “Top Brands” are classified as the top 5% of brands in an industry by performance.



13K

Global Brand Set

Sprinklr researched over 13,000 brands across the globe in six industries



27B

Sprinklr Insights

Insights were gleaned from nearly 27 billion social media engagements



2B

More than 2 billion inbound and outbound messages were reviewed for this report



27K

27,828 social accounts were reviewed through Sprinklr for this report



Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,000 of the world's most valuable enterprises — global brands like Microsoft, P&G, Samsung, and more than 50% of the Fortune 100.

Learn more at www.sprinklr.com