Modern Contagion
Management Overview

A society in transition
Past societal shocks on the scale of COVID-19 have upended political, economic, and social systems in deeply transformational ways. We’ve seen this before with infectious diseases, technological innovation, and war. And with COVID-19, it will likely be similar. People will be using their time at home to accelerate their adoption of delivery services, social connection services, and collaboration services and the adoption curve of modern channels will continue to accelerate.

Millennials + Gen-Z make up more than half the world’s population, and they’re using modern channels to post millions of messages about their symptoms, concerns, and views. At the same time, misinformation is everywhere — and it has the potential to be far more dangerous than the virus itself.

This may be the first pandemic of the social and messaging age, but working together, we have the technology to listen, respond, and combat it at nation scale.

Sources:
Why people hate surveys NYT
Buying Habits & Generational spending power
The Evolution of communication across generations

Prior to COVID-19, 50% of the world’s population, Millennials + Gen-Z, were driving the move to modern channels as can be seen here:

<table>
<thead>
<tr>
<th>Preferred Contact Channels</th>
<th>Internet/ Web Chat</th>
<th>Social Media</th>
<th>Electronic Messaging (e.g. SMS, IM)</th>
<th>Smartphone Application</th>
<th>Telephone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Z Age 0-23</td>
<td>32% 1st choice</td>
<td>33% 1st choice</td>
<td>15% 3rd choice</td>
<td>11% 4th choice</td>
<td>12% 5th choice</td>
</tr>
<tr>
<td>Generation Y Age 24-39</td>
<td>24% 1st choice</td>
<td>24% 1st choice</td>
<td>21% 3rd choice</td>
<td>19% 4th choice</td>
<td>12% 5th choice</td>
</tr>
<tr>
<td>Generation X Age 40-59</td>
<td>21% 3rd choice</td>
<td>12% 4th choice</td>
<td>28% 2nd choice</td>
<td>11% 5th choice</td>
<td>29% 1st choice</td>
</tr>
<tr>
<td>Baby Boomer Age 60-75</td>
<td>7% 3rd choice</td>
<td>2% 5th choice</td>
<td>24% 2nd choice</td>
<td>3% 4th choice</td>
<td>24% 1st choice</td>
</tr>
<tr>
<td>Silent Generation Age 76+</td>
<td>2% 3rd choice</td>
<td>1% 4th choice</td>
<td>6% 2nd choice</td>
<td>1% 5th choice</td>
<td>90% 1st choice</td>
</tr>
</tbody>
</table>

Modern channels bring unique challenges to brands:
1. Modern customers have way more expectations — and these are set by others (their friends, your competition, the general public)
2. Modern channels are always growing — new channels go mainstream every year
3. Modern data is exploding — and it’s unstructured

We are at an inflection point.
Brands that are already actively managing customer experiences on modern channels will need to double-down and accelerate. Brands that are not will have to take a hard look at what this new reality may mean for their future.
MANAGING CUSTOMER EXPERIENCES
IN A MODERN CHANNEL WORLD

To manage customer experiences in a modern channel world, brands need to stay on top of what their customers, competitors, and the general public is saying to them, about them and about things that they care about in these unpredictable times. They need to quickly connect, understand, and transform data into actionable intelligence, and collaborate on the execution of their customer experience strategies. With Sprinklr, brands can:

**LISTEN**
Integrated listening capabilities provide actionable insights from the largest repository of public digital data due to strategic partnerships, data access and syndication rights of social channels and messaging platforms. Listening is supported by AI capabilities that ensure insights are accurate and relevant across industries and languages.

**STORY: Insurance**
Sprinklr set up a COVID-19 listening blueprint in the company’s environment. This enabled the company to find a tweet concerning the medical status of an employee that was not published anywhere in the news, and to manage a situation that would have been completely missed on traditional channels.

**COLLABORATE**
In-platform collaboration tools including peer-to-peer and team notifications, AI-powered alerts, automated workflows, and work-based chat enables remote teams to share insights seamlessly across marketing, advertising, research and customer care.

**STORY: Athletic Apparel**
Major Athletic Apparel brand used Sprinklr to coordinate marketing efforts across the globe as it closed down its stores and moved its workforce to working from home.

**CARE**
Omni-channel Modern Care across social, bots, chat and email — powered by AI for smart moderation, routing and response. At a time when call centers are being shut down due to social distancing requirements, diverting call volume to modern channels reduces costs while increasing customer satisfaction.

**STORY: Cruise Line**
With a dramatic spike in call volume, a major cruise line looked to Sprinklr to ramp up its support on modern channels and ensure they’re responding to and routing messages in a timely and deliberate manner.

**ENGAGE**
Industry-leading technology across 24 social media platforms, 10 messaging channels and live chat helps brands to translate their Engagement strategies and Crisis Management Playbook into action.

**STORY: Rideshare**
A global rideshare company looked to Sprinklr to understand what inbound mentions it should engage with in a time of increased inbound volume.

**ANALYZE**
Actionable dashboards, touch-screen enabled visualizations, automated presentations, and out-of-the-box reporting supports brands to visualize, track and measure the results of their actions across Paid, Owned and Earned for data-driven, real-time decision making.

**STORY: Fast Food**
Global fast food chain used Sprinklr to create a real-time command center to track mentions of its keywords and locations in conjunction with the COVID-19 outbreak.

**REPORT**
Automated reporting to key stakeholders brings transparency into real-time trends, evolving economic and workforce impacts, and shifting customer sentiment.

**STORY: Major Bank**
The data and reports Sprinklr provided informed their messaging and direction as the company dealt with this outbreak. Their executives were very impressed, and their primary focus over the next few weeks is COVID-19. According to one executive, “Sprinklr is the guiding light in all of this.”
STEP 1:
Managing customer experiences — in times of crisis and beyond — begins with listening across all modern channels:

HOW THIS HELPS:
People are talking to you, about you and your brands, and about things you care about — you need to be on the modern channels where this is happening.

Modern channels: social, messaging, chat, web – a new channel can be added in two weeks

STEP 2:
In order to action data, it is necessary to go beyond just listening and to structure the data in a Customer Experience Management database. This database also links to traditional databases such CRM systems for a complete customer view.

HOW THIS HELPS:
Structuring unstructured data with the help of AI means that brands can understand, create, and track audiences and manage experiences at scale.

Built for legally available unstructured, unsolicited digital data from modern channels and millions of sites including forums, blogs, and reviews powered by AI

The sprinklr CXM Database
**STEP 3:**
Data without actionability is like driving using a rearview mirror. The CXM database needs to be orchestrated on single-instance architecture that provides automation, governance, AI, workflow, collaboration and more.

**HOW THIS HELPS:**
As companies find new ways of working and collaborating, seamless access to data across the organization becomes more and more critical to powering modern, personalized customer experiences.

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**STEP 4:**
Customer experience needs to be coordinated and managed across the key elements of the front office: marketing, advertising, research, care and engagement.

**HOW THIS HELPS:**
Having all of these products on one architecture, with one database for many channels means that companies can break down silos, build up experiences, action data and foster collaboration in a new world of modern channels.