



Quick guide: Best practices for creating value

Great Twitter care gives companies a way to deliver value to customers across four different value dimensions.

- **Economic value**
Solve customers' problems and ensure they get the most for their dollar.
- **Functional value**
Deliver speedy responses and make it easy for customers to get assistance.
- **Experiential value**
Humanize Twitter care and invest in ongoing relationships.
- **Symbolic value**
Go the extra mile for customers and make them feel like part of the brand.





Practice what you Tweet

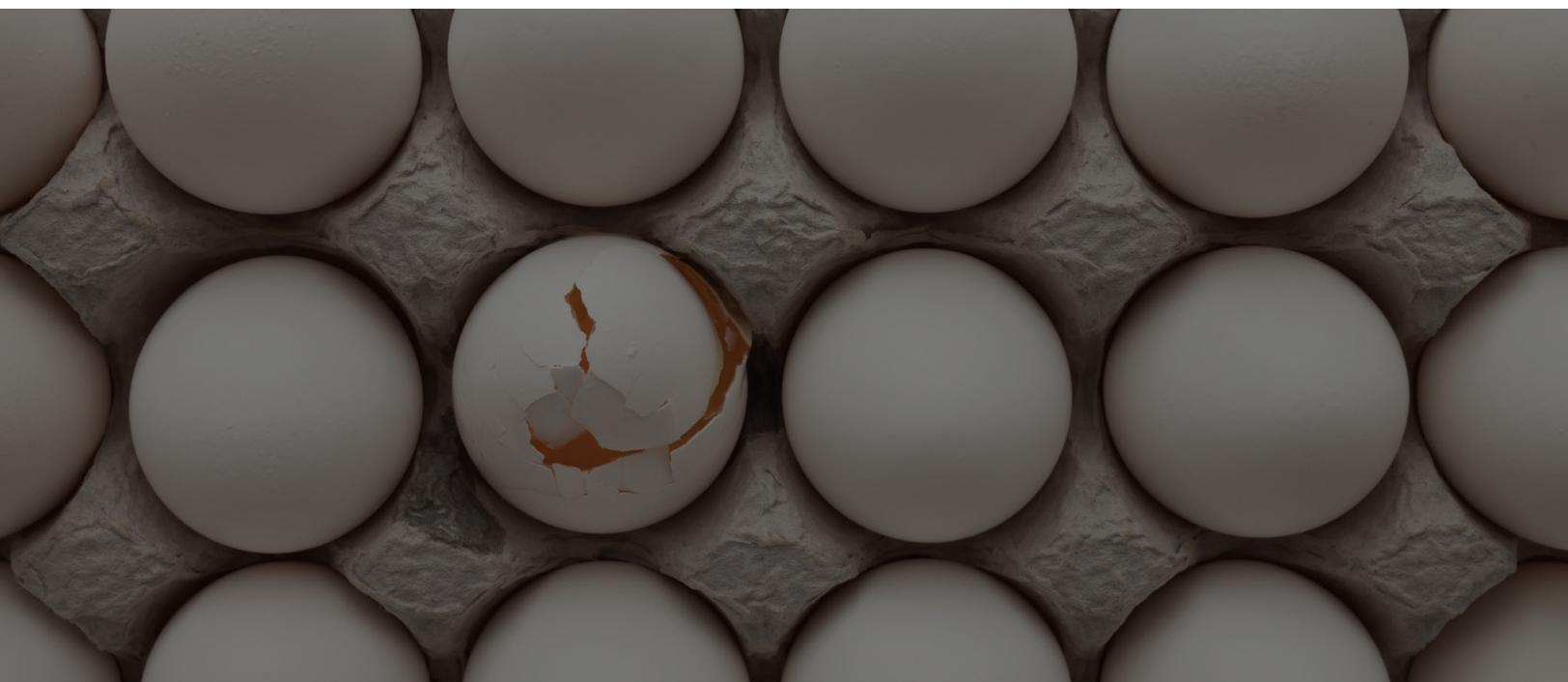
Best practices for every dimension of value

The best brands on Twitter create value for customers by following specific best practices that have stood the test of time.

Each correlates strongly with overall Sprinklr care scores. Brands that excel in each one have significantly higher scores than the overall average.

We see the impact of each best practice in the size of its “care boost” in the chart below. This is the jump in average scores for brands that follow this best practice, relative to the average care score of 486 for all handles.

Economic value	Care boost
Take responsibility for customer problems and drive towards resolution	+39%
Help customers save and be the go-to source for savings and deals	+52%
Functional value	
Respond quickly and consistently to inbound Tweets	+43%
Offer dedicated care by using a separate handle for care interactions	+34%
Make it easy for customers find the information they need quickly	+30%





Experiential value	Care boost
Humanize care interactions with a personal touch	+30%
Build relationships with customers	+31%
Symbolic value	
Go the extra mile to anticipate customer needs and treat them like VIPs	+41%
Incorporate feedback and let customers know their suggestions matter	+12%

Truly stellar Twitter care teams deliver extraordinary value by following best practices across multiple dimensions. The best handles on Twitter executing customer care have high Sprinklr care scores that separate their performance from the rest of the pack.

Twitter provides the opportunity for brands to turn negative customer experiences into positive moments that will increase brand loyalty and keep them coming back.

To learn more about Sprinklr >
head to partners.twitter.com

