Creating meaningful engagement with citizens
through personalized customer service

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sprinklr

Speakers

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Sprinklr

Agenda

1 Introductions

2 Citizen Engagement and Social Media Challenges

3 DEN Airport Customer Experience Success Story and Best Practices

4 Government Customer Experience and Social Care Solutions

5 Questions

How residents and customers engage with counties changed

- Counties can no longer depend on interacting with citizens where they proactively provide information

- Government must embrace digital and social channels to understand residents and offer dynamic content to engage customers

Social and Digital Channels

Brand

SOCIAL
(24+)

MESSAGING
(8+)

LIVE CHAT,
REVIEWS
(3+)

A new, major digital channel company emerges every six months

Customer service today requires a new approach

"Customer communication preferences and behaviors have permanently shifted; digital customer service increased by 40% in 2021."
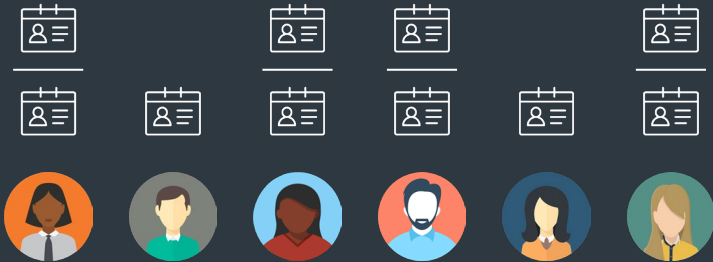
- Forrester

Residents view an unprecedented amount of information

TRADITIONAL
Pool of ERP, CRM & legacy transaction data

- Filtered
- Static
- Structured

TODAY
Oceans of citizen & customer experience data

- Growing **exponentially**
- **Not owned** by you
- Completely **unstructured**

There is more digital data today than the observable stars in the universe

accenture

MIGUEL FLECHA

Managing Director
Accenture

All players in the travel and tourism industry are now competing for a bigger slice of a smaller pie. That means being much more active on social media and working more closely with travel inspiration channels.

Travel industry recovery: Business or leisure?

DEFINING YOUR CUSTOMER

Focus on the Customer Experience

The customer experience ideology has become an expectation in all interaction touch points, regardless of industry or private/public company or agency.
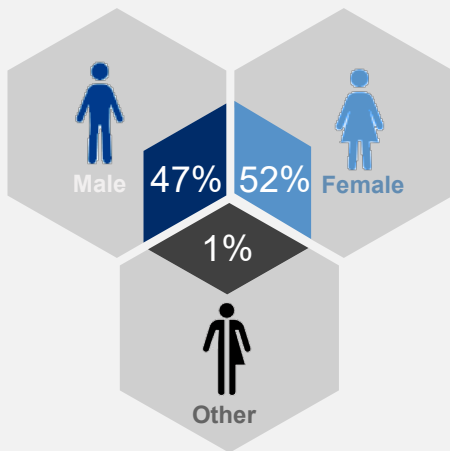
The DEN Airport Customer

DEN views the traveling public as our customers, with Airlines, Concessions, and contract staff as our partners. Denver International Airport is far more than "just" an airport operator.
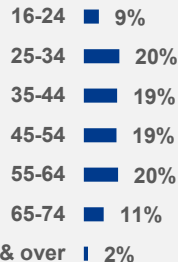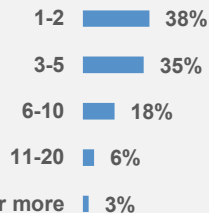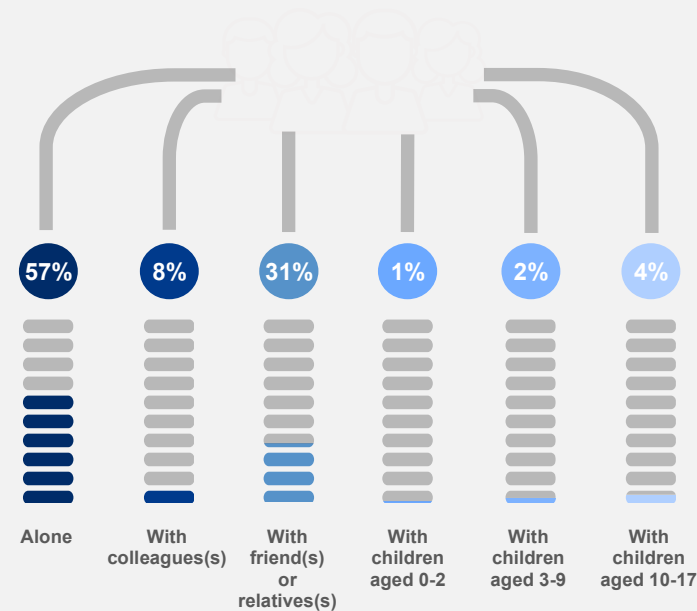
DEN Passenger Profile: Demographics

Gender

Male **47%** | **52%** Female

1%

Other

(n=753)

Age

16-24	9%
25-34	20%
35-44	19%
45-54	19%
55-64	20%
65-74	11%
75 & over	2%

(n=782)

Return Trips
(Past 12 Months)

1-2	38%
3-5	35%
6-10	18%
11-20	6%
21 or more	3%

(n=782)

Group Composition*

57%	**8%**	**31%**	**1%**	**2%**	**4%**
Alone	With colleagues(s)	With friend(s) or relatives(s)	With children aged 0-2	With children aged 3-9	With children aged 10-17

(n=782)

DEN Passenger Profile: Behavior

Mode of Transportation

23%	Private/ Company car
28%	Private car dropped off by someone
15%	Ridesharing
2%	Taxi/ Limo
8%	Bus/ Shuttle/ Coach
16%	Rental car
4%	Rail/ Subway
4%	Other
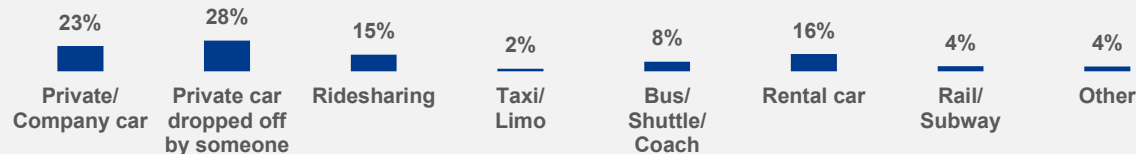
(n=452)

Parking Usage

Used — 24%

Not used — 76%
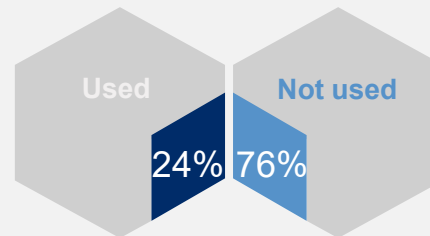
(n=228)

Arrival Before Departure Time / Duration of the Connection

6%	22%	25%	31%	13%	2%
Less than 1 hr	1 hr - 1 hr 30 min	1 hr 31 min - 2 hrs	2 hrs - 3 hrs	3 hrs - 5 hrs	More than 5 hrs

(n=782)

Mode of Check-in*

|	
Online / Mobile check-in	82%
Check-in at off-site location	3%
Check-in desk with airline staff	21%
Self-check-in kiosk at airport	21%
Self-baggage drop-off at airport	12%
Other	1%
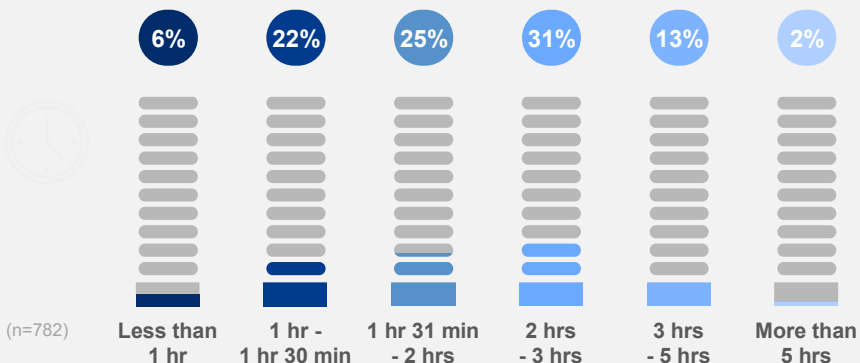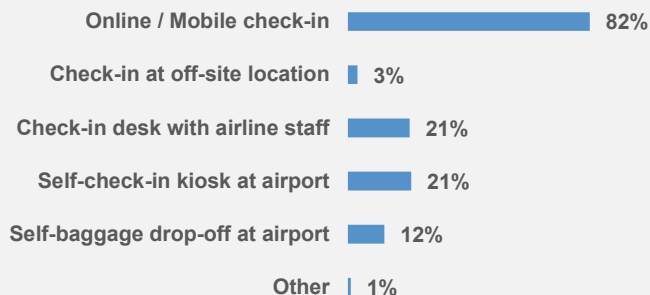
(n=516)

Provide Options to Connect with Customers

DEN understands the individuality of our community and we provide 8 different options to connect with our staff:
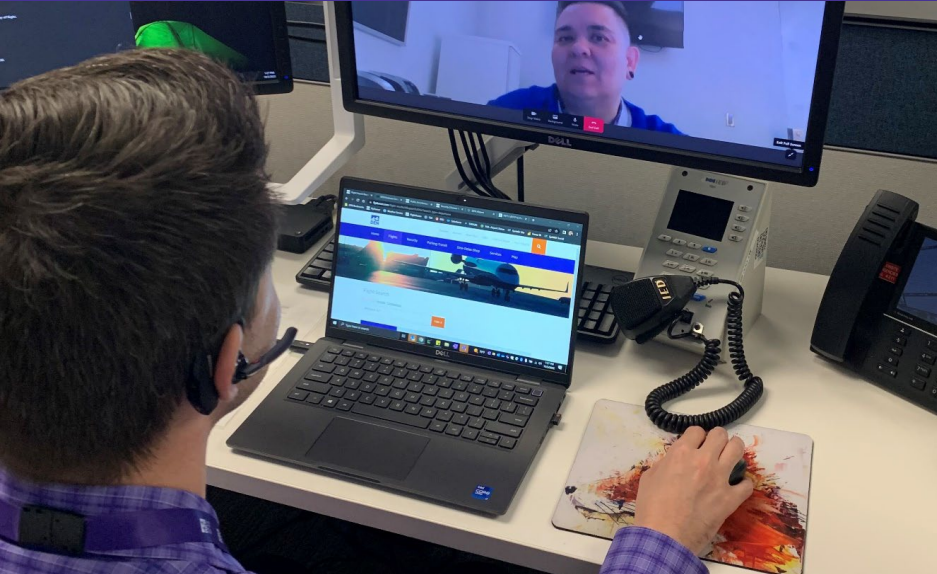
- Email
- Phone
- SMS
- Webchat
- Social Media
- Live Video Call (Live Agent)
- In-person support (Information Booths)
- AI Self Service Options
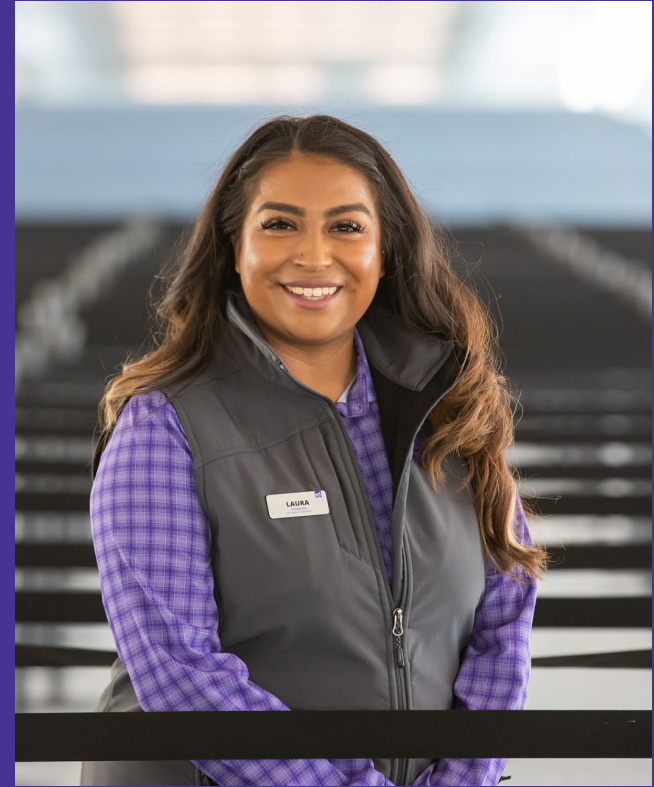
Personalize Your Service Offerings

DEN offers both "high-tech" options and in-person support for customers to achieve a varied degree of comfort for those seeking support

Channel Management – Empowering Agents

Omnichannel platform allows streamlined workflows, introduce efficiency and empower support staff

- Provides an efficient workflow by allowing agents to work from one tool

- In-app escalations provides fast response to more complex customer challenges

- Pre-approved messaging uploaded instantly by our PIO team provides agent confidence in accurate and consistent information sharing
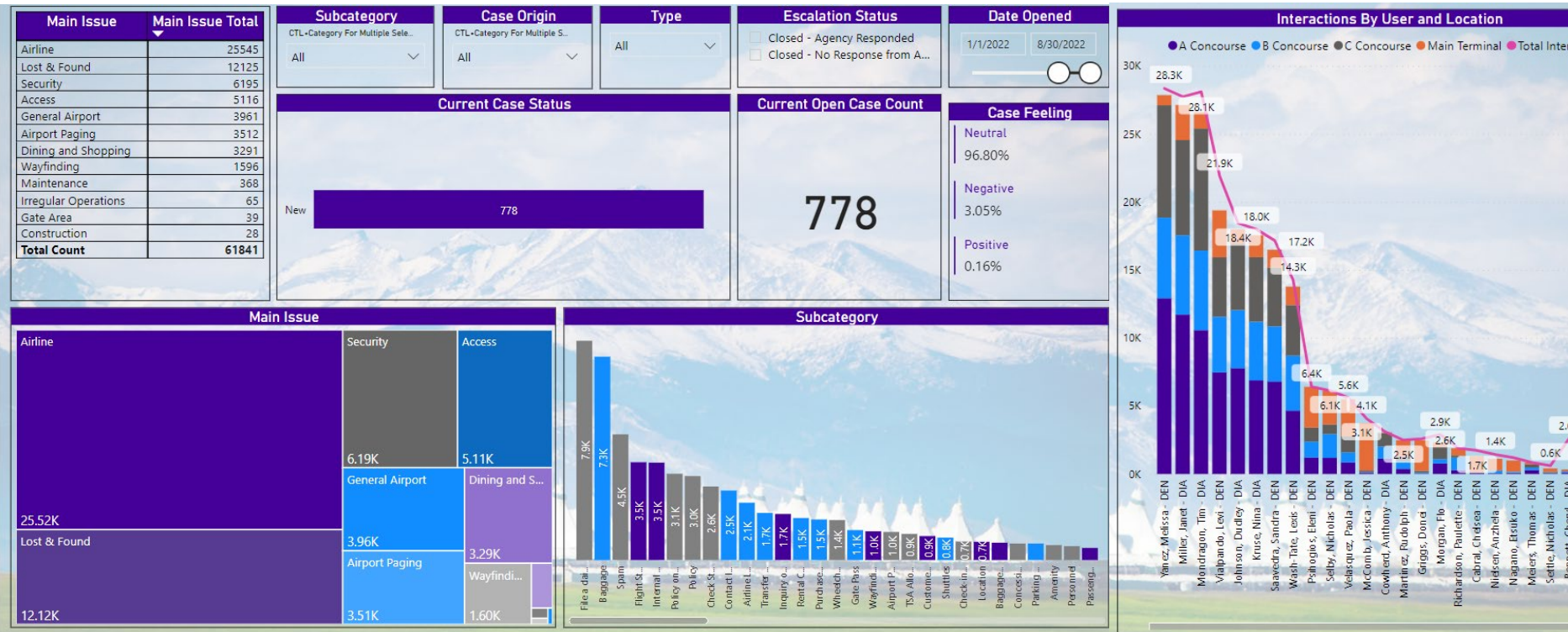
Voice of the Customer Analytics

Listen to customers to identify trends and offer proactive customer resolution

Main Issue	Main Issue Total
Airline	25545
Lost & Found	12125
Security	6195
Access	5116
General Airport	3961
Airport Paging	3512
Dining and Shopping	3291
Wayfinding	1596
Maintenance	368
Irregular Operations	65
Gate Area	39
Construction	28
Total Count	**61841**

Subcategory
CTL+Category For Multiple Sele...
All

Case Origin
CTL+Category For Multiple S...
All

Type
All

Escalation Status
☐ Closed – Agency Responded
☐ Closed – No Response from A...

Date Opened
1/1/2022   8/30/2022

Current Case Status
New   778

Current Open Case Count
778

Case Feeling
Neutral
96.80%
Negative
3.05%
Positive
0.16%

Customer Experience – A Guiding Principle

- Reduced call abandonments by 30% with the use of AI and self-support options
- Extended the "reach" of support staff by offering QR codes to launch video call support (without additional headcount)
- Increased customer satisfaction in key areas such as security wait times and gate area comfort through voice of the customer feedback
- CSAT shows 82% of customers rating us 10 out of 10 from post interaction surveys

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Customer Experience Management Solutions

Customer Experience Management Solution Capabilities

Customer listening and engagement across all social and digital channels
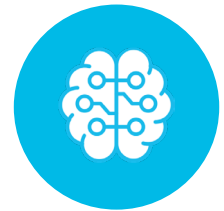
Targeted and personalized marketing and advertising for county programs and services

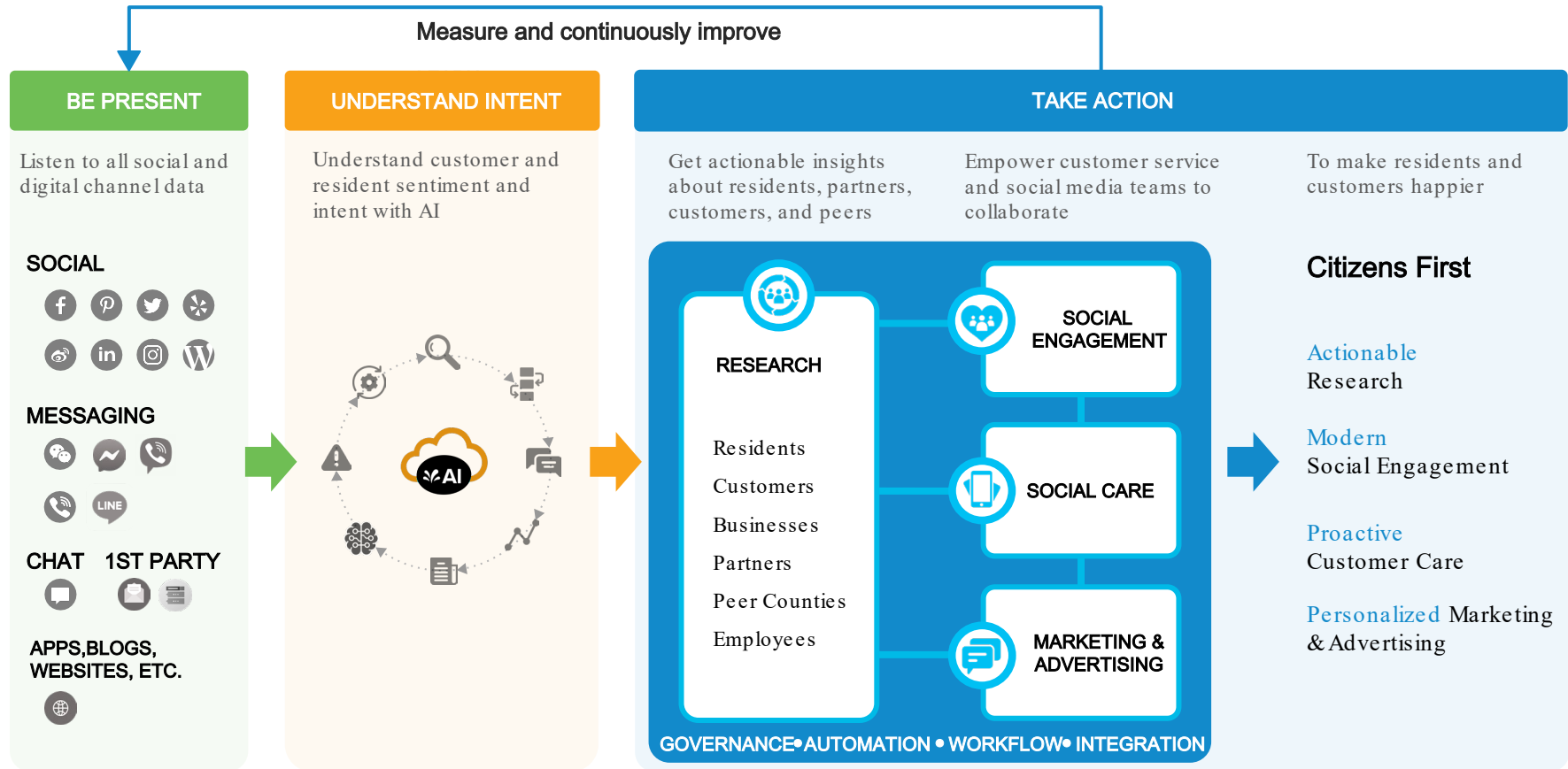Social Media governance and reputation management

Residents and customers help themselves 24/7/365 with social care and self-service

AI powered alerts and workflow quickly detect and respond to issues in your county

Improving citizen engagement and customer experience

Measure and continuously improve

BE PRESENT

Listen to all social and digital channel data

SOCIAL

MESSAGING

CHAT   1ST PARTY

APPS, BLOGS, WEBSITES, ETC.

UNDERSTAND INTENT

Understand customer and resident sentiment and intent with AI

TAKE ACTION

Get actionable insights about residents, partners, customers, and peers

Empower customer service and social media teams to collaborate

To make residents and customers happier

RESEARCH

Residents

Customers

Businesses

Partners

Peer Counties

Employees

SOCIAL ENGAGEMENT

SOCIAL CARE

MARKETING & ADVERTISING

GOVERNANCE • AUTOMATION • WORKFLOW • INTEGRATION

Citizens First

Actionable Research

Modern Social Engagement

Proactive Customer Care

Personalized Marketing & Advertising

Government and Private Sector Organizations Trust Sprinklr

> "79 out of the top 100 most valuable brands are Sprinklr customers."

Forbes

More than 1,500 organizations in 100+ countries rely on Sprinklr

GOVERNMENT

HIGHER EDUCATION

TRAVEL & HOSPITALITY

MANUFACTURING

TECHNOLOGY
9 of Top 10

AGENCIES

CPG
7 of Top 8

FINSERV
13 of Top 14

Rankings based on 2021 Forbes Most Valuable Brands List

Thank You

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Questions