

## CASE STUDY

## GROUPON

## GLOBAL BUSINESS, LOCAL FLAVOR

How Groupon manages conversations  
with 15 million fans across 48 countries

## THE BACKGROUND

Groupon recently had its fifth birthday. Though still considered to be a young enterprise, the brand is valued at more than \$6 billion, operates in 48 countries and is considered one of the fastest growing companies in history. This all couldn't have happened overnight, right?

**But it kind of did.**

"With the acquisition of an international component a couple years ago, we went from being a North American startup to a global brand — in what could be seen as just a couple of hours," said Paul Matson, Groupon's head of content and social media.

## THE PROBLEM

Groupon became a juggernaut practically overnight, but the company was built upon the premise of being locally focused. So, how can a global company still have local flavor and be personal?

"We are innately social," Matson said. "So, we quickly realized that social media would be one of the keys to success in remaining relevant to our local markets."

They not only used social to help find new business with merchants, but also to reach out to customers. But as the company grew, so did their social needs. The complexity of the organization compounded.

"The time required to make social effective was more than what the sales reps could allocate," Matson said. The company soon found it hard to manage all these conversations effectively.

"The system became fragmented. It was a mess. Relative chaos," he said.

So, they re-evaluated and redefined their goals. They hired a team of individuals solely dedicated to social. They adopted "One Playbook," to which

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all charged with the task of communicating on behalf of Groupon would adhere. But there was something missing...

"The missing piece was technology," Matson said. "We needed a third-party partner to help us better understand our global social presence, then implement and roll it out to every country."

"After reviewing all major players in the market, Sprinklr was best for our needs on a global scale," he added.

## THE RESULTS

After 30 days of implementation, Groupon was already able to gain insight into its overall presence. How large was the global audience? Which markets performed best? Which assets were doing well?

"Social media is notorious for being difficult to analyze and digest," Matson said. "But by implementing one platform across all markets, we were seeing numbers we weren't able to identify before."

By tagging campaigns, for example, they're able to refine the types of content being shared across their 1,300 social accounts. If two countries offer similar deals, but one performs considerably better, Groupon can look at the content pieces being used by each market and analyze the differences.

"We have a window into understanding our global business," Matson said.

They also have a window into understanding their global conversations. Groupon has 15 million fans and followers worldwide. In a given week, the brand receives 85,000 (and growing) inbound messages through Facebook and their social media properties. So the problem wasn't finding conversations, it was understanding and taking part in them.

They now have the ability to not only see those messages, but also to route them to the team best suited to respond.

Two months ago, 64% of responses happened within 30 minutes. "But, that was with 44,000 inbound messages... meaning: our response rate is improving even with our audience size growing," Matson said.

Even more importantly, Groupon now knows the context of all these conversations. They have a comprehensive view of the customer — gathered

The response time increased substantially, with nearly 90% of messages being answered in 6 hours or less



In addition, 76% of responses happen within 30 minutes

from conversations on Facebook, and other social channels — without requiring any savant-esque abilities to memorize millions of social interactions.

By having a unified view of the customer, Groupon can give each individual the VIP treatment. And they can do this 15 million times over.

## WHAT THIS MEANS FOR YOU

### THE TECHNOLOGY

**PUBLISHING:** Upload, draft, review, geo-target, schedule and tag content across all channels.

**ENGAGEMENT:** Take part in thousands of conversations on a daily basis. Monitor, engage and manage audiences across international social properties in real time. No conversation will be left behind.

**SOCIAL CRM:** Have a unified view of your customers across traditional and social channels, on a global scale.

**REPORTING:** Gain insights into what types of content — from promotions to interesting articles to customer service responses — perform best and create custom reports.

**GOVERNANCE:** Mitigate risks, prevent human errors and ensure that all users follow brand guidelines, even with regular internal changes.

**SOCIAL ASSET MANAGEMENT:** Store, manage, view and suggest content assets across your entire enterprise to ensure quality, consistency and collaboration.

### THE SERVICES

Sprinklr's **Implementation and Success Teams** work with clients to ensure that they achieve their social goals.



"Aside from the technology itself, a critical part of our success for a global rollout was the dedication from the Sprinklr team. It's no small feat to assist teams across a dozen different time zones and languages, and I can only imagine how many cups of coffee they consumed in the process."

**Paul Matson,**  
Head of Content and Social  
Media at Groupon



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