

CASE STUDY: Virtual Customer Advisory Boards



Sprinklr drives insights, thought leadership, and leads.

Sprinklr, the leading social media management software for enterprises, wanted to ensure their product and marketing teams were addressing the fast moving needs of their market. They wanted to create a hands-on experience for their teams to engage with the target market, but felt that live events consumed too much time and budget, while a range of virtual activities were not yielding reliable impact. They wanted a practice that could integrate with a range of other marketing functions and support their account based marketing (ABM) strategy.

FACILITATOR



Lynn Power
Co-Founder of The HMS Beagle

30 year ad industry veteran, most recently CEO of JWT NY. Has worked on many iconic brands across many industries including American Express, Clinique, Hershey's, Campari, Kleenex, L'Oreal, Gillette, Northwell Health, J&J.

OBJECTIVES



i. Gain a reliable balanced voice of customer, first hand and ongoing



ii. Produce a steady stream of thought-leadership, content, and new leads



iii. Align internal cross-functional teams with customer problems

APPROACH

Sprinklr started a Virtual Customer Advisory Board (VCAB) with a panel of 25 CMOs and other senior marketing professionals.

- Currnt platform rapidly recruited passionate experts within a week and provides a steady stream of new applicants
- SME moderator facilitates the online discussion toward Sprinklr's objectives in two week themes
- Currnt provides ongoing social posts, blogs, podcast interviews, executive summaries, webinars, and other content deliverables
- Sprinklr cross-siloed teams join 30-min summary review calls every two weeks with their Facilitator to co-learn

IMPACT

- **Always-on engagement** continuously explores new unmet needs and trends allowing product and marketing teams to be first to market
- **Ongoing insights** into CMO's biggest challenges, trends and feedback provide a consistent stream of voice of customer content
- **Experiential learning opportunities** get leaders of different marketing functions interacting with one another on a regular cadence
- A steady flow of **new sales leads** – integrated directly into Sprinklr's Salesforce CRM and Hubspot marketing automation

“ VCABs help us solve for multiple problems... Not only are we engaging directly with our market on subjects driving the industry, but we're also getting content to fuel our marketing, new leads for our sales teams, and an experience helping us better focus on the customers' problems... without causing additional work.”

Yoli Chisholm, VP Marketing at Sprinklr

TOP 4 OF 25 EXPERTS



Wendy Harrington
Chief Marketing Officer at Figure



Andrea Palmer
President at Publicis Health Media



Becky Johnson
Chief Marketing Officer, Digital Transformation, Non-Profit at American Heart Association



Kerry Morgan
Senior Marketing Executive at Booz Allen Hamilton



Michael Stenberg
Global VP Digital Marketing at Siemens



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