

Issues for ID: IS-002724

Folder Path:

/Abc/US Businesses/Marketing/CMO-Chief Brand Office

ID:

IS-002724

Issue Rating:

MEDIUM

Repeat Issue:

No

Root Cause Description:

The root cause is primarily attributable to a lack of change management discipline and oversight to ensure process enhancements are implemented appropriately and working as intended prior to being operationalized.

Name:

Controls to ensure timely response and escalation of customer service-related comments require enhancement.

Issue Owner.Display Name:

April Austin - april.austin@abc.com

Due Date:

2024-07-31 00:00:00

Description:

As part of the Abc Social Media Listening Program, the Social Media Operations team utilizes the Sprinklr platform as the primary tool to support the tracking and triage of comments received involving Abc and its social media accounts across various public platforms (e.g., Facebook, LinkedIn). If customer comments received are specific to service requests or customer complaints, a case is created within Sprinklr and assigned to a member of the Social Media team to ensure timely escalation takes place with the appropriate internal parties for tracking and resolution.

Internal Audit (IA) verified that appropriate procedures were not followed, and timely response and escalation occurred by the Social Media Operations team for a sample of 25 cases generated within the scope period. There were 2 cases reviewed where IA could not obtain evidence of response prior to closure of the case within Sprinklr. Upon further

investigation with management, it was determined that the Sprinklr feed has not been capturing automatic responses sent to consumers directly within the Facebook direct message platform, a recent process enhancement implemented by the team. Additionally, process discrepancies were identified within the Standard Operating Procedures (SOP) regarding the auto response process change implemented.

Issue Rating Rationale:

A lack of controls to ensure Sprinklr cases related to consumer service requests or complaints are identified and escalated to the appropriate internal parties for tracking and resolution in a timely manner increases the likelihood of cases going unaddressed. Unresponsiveness to customer inquiries, coupled with ambiguity in SOPs may result in a negative customer experience, poor quality of service, and operational inefficiencies. While there is the potential for customer dissatisfaction and reputational harm risks, the overall impact is limited to auto response cases which are deemed risk. Further, except for the cases identified above, IA determined that the resolution of the remaining cases was appropriate. Therefore, Internal Audit deems this issue to be "MEDIUM" risk.

Risk Category:

12. Product, Operations and Trading

Issue Status:

Open

Additional Description:

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Operating Division:

US Businesses

Business Group:

Marketing

Reportable Segment:

CMO-Chief Brand Office

Action Plans ID:

['AC-003544', 'AC-003545']