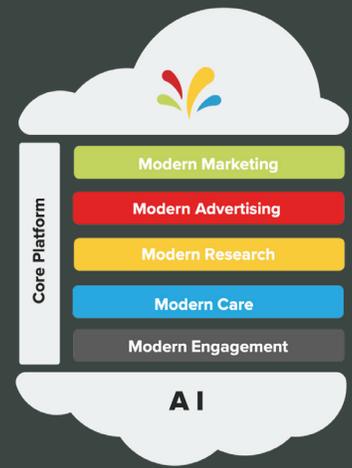




Sprinklr's Unified Front Office for Modern Channels

PLATFORM OVERVIEW



Over half of the world (3.4 billion people) is connected on social and messaging channels. These “Modern Channels” have evolved in just the past 20 years. And, chances are, many of these people are talking about your brand. These “Modern Customers” spend two hours on average engaging via social channels throughout the day. They do their research online - reading ratings & reviews of products before making a purchase decision and trusting comments from perfect strangers. 95% of them will tell others about a bad experience with a brand. The Modern Customer expects personalized advertising from brands in order to catch their attention. And, they’re willing to pay more for a better experience. Modern Customers also expect instant responses - 75% of them expect a reply within 5 minutes. With these high expectations, how can brands keep up?

Introducing the world’s first Unified Front Office for Modern Channels

Sprinklr uniquely addresses the needs of enterprise brands across all of the front office functions: Marketing, Advertising, Research, Care and Engagement. Our Unified Platform is a single, Software-as-a-Service platform with 5 Products, all on a common codebase, deployed in a single instance, powered by Artificial Intelligence. Sprinklr helps you manage across the most number of channels: 23 social, 11 messaging, chat, and millions of news, blogs, and forums. Our AI can make you more efficient, more responsive, more on-brand and more insightful. Sprinklr pays for itself by helping you drive revenue, reduce cost and mitigate risk. With Sprinklr, you can eliminate point solutions across 17 required capabilities for happier customers.

ORGANIZATIONS REQUIRE 17 CAPABILITIES...



LISTEN

Access legally available public data from 23 social channels; 11 messaging channels; and millions of blogs, reviews, and forums.



LEARN

Leverage the industry’s most sophisticated AI platform to convert unstructured data into contextualized insights.



LOVE

Create happier customers with all your customer-facing Front Office functions across modern channels such as social, messaging, and chat.



Sprinklr's Unified Front Office for Modern Channels is comprised of 5 Products, along with the Core Platform capabilities:



MODERN MARKETING

Sprinklr Modern Marketing increases the ROI of content with AI-powered insights and reuse, saves time with automated workflows, and manages brand risk with enterprise governance. Generate more sales with better content using integrated insights leveraging AI. Reduce content marketing production costs and enable agile marketing and automated workflows. Protect your brands reputation with enterprise-grade governance.



MODERN CARE

Sprinklr Modern Care allows you to listen to, route, resolve and analyze customer service issues. With Modern Care, you'll reduce costs by scaling customer care operations on modern channels more efficiently. You'll improve customer satisfaction by reducing response times and improving quality with automation and AI. And you can convert Care from a cost center to a profit center by improving collaboration with marketing and sales functions.



MODERN RESEARCH

Sprinklr Modern Research enables you to turn data into real-time insights, decisions, and actions with market research that make your customers happier. Grow your business with insight by leveraging actionable insights derived from real-time voice of the customer using AI. Improve your customer experience with comprehensive insights and competitive intelligence. Protect your brand's reputation by proactively detecting and managing crises.



MODERN ADVERTISING

Sprinklr Modern Advertising enables brands to deliver personalized social advertising by: planning, executing, analyzing, and optimizing your strategy across the major social channels and more. Increase Return on Ad Spend against your business outcomes using integrations, AI, and automation. Save advertising production costs across siloed teams using collaboration, automation and unified reporting. Protect your brand's reputation with enterprise-grade governance.



MODERN ENGAGEMENT

Sprinklr Modern Engagement helps you listen to, triage, engage and analyze conversations across modern channels. You'll increase revenue and reduce churn by engaging more customers while reducing cost per engagement... And you'll manage brand risk with enterprise-grade governance.



CORE PLATFORM

Sprinklr's Core Platform is a single architecture, built on AI, that provides common services shared across all products. These include analytics, workflow & collaboration, automation, data management, listening, governance, visualization, integrations & API. The core platform is designed for unstructured data and built to scale across future, modern channels.

Analysts love us...

The Forrester Wave™ Social Suites Q4 2019



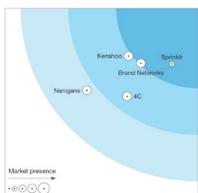
The Forrester Wave™ Content Marketing Platforms for B2C Marketers Q2 2019



The Forrester Wave™ Social Listening Platforms Q3 2018



The Forrester Wave™ Social Advertising Technology Q3 2017



Customers love us...

“Sprinklr took us out of the darkness and into the Enlightenment Era.”

Clive Roach
Director of Social Media
Signify (formerly Philips)

“We went from having a limited capacity to world class social media management capability. With Sprinklr, we have emerged from the fog”

James Green
Digital Marketing Manager
AkzoNoble UK