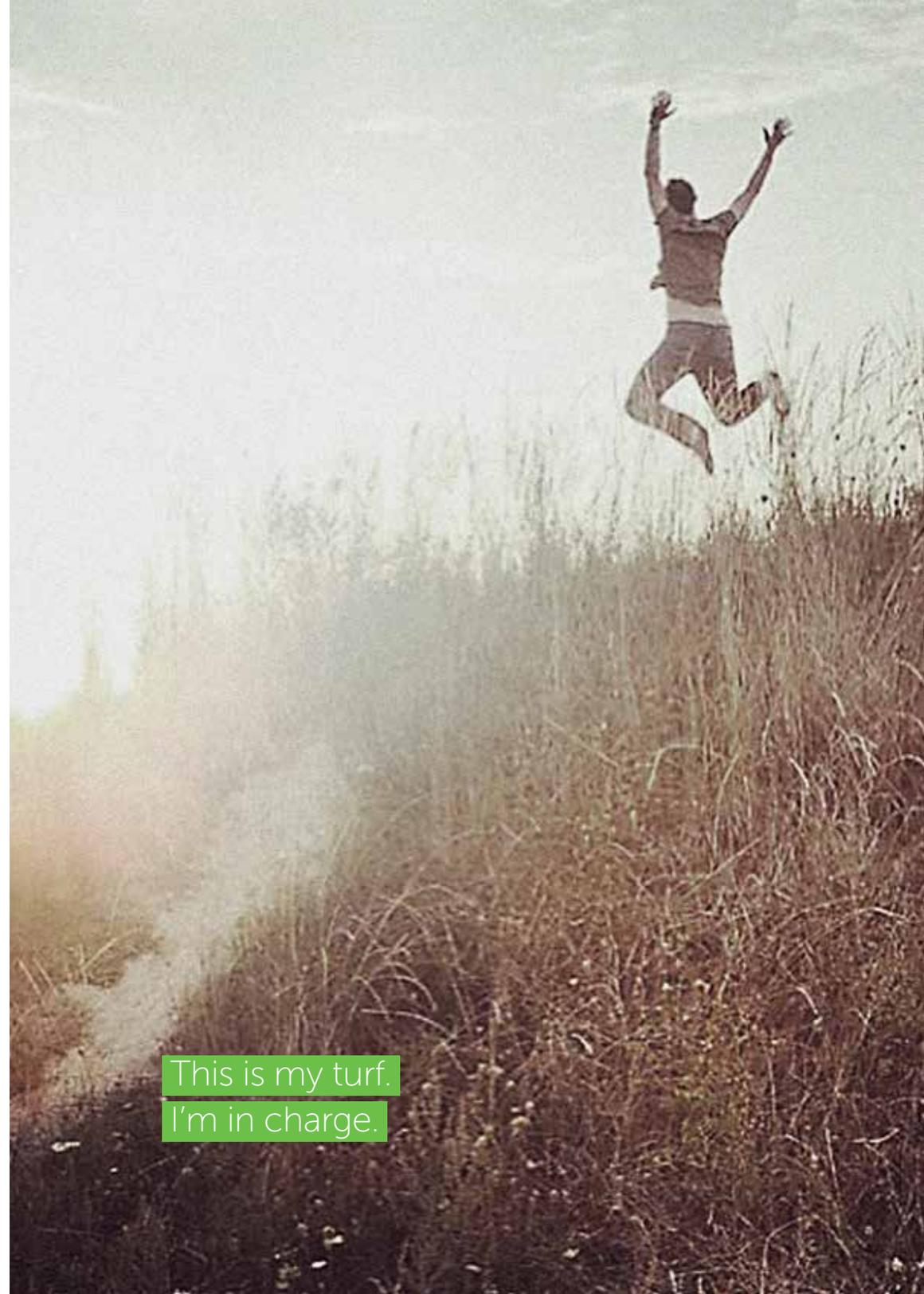# turf

where customers call the shots

This is my turf.
I'm in charge.

I want to interact with one brand, whether I'm online, on the phone with customer service, in your showroom, or in your waiting room.

This book is for people who understand the vision of customer engagement at scale – and want to do something about it.
Two principles apply:

Human first
The human-first principle prioritizes the desires of customers and future customers above all else. It embraces understanding, connection, and intuition.

Enterprise engagement
The enterprise engagement principle calls for mobilizing your entire organization to create, measure, predict, and optimize the experiences of every customer. Wherever, whenever.

start where you are

I'm uncertain about all this. Guide me through this.

pg **05**

Go back and make sure you understand how the world has changed.

I get the potential of enterprise engagement. Now what?

pg **14**

We don't have a system of engagement in place. What would it cost?

pg **12**

We have a lot of software, but they don't add up to a bulletproof system.

pg **17**

What can I do right now?

YOU WIN

Every customer-facing employee is enabled for social engagement and able to manage customer experiences.

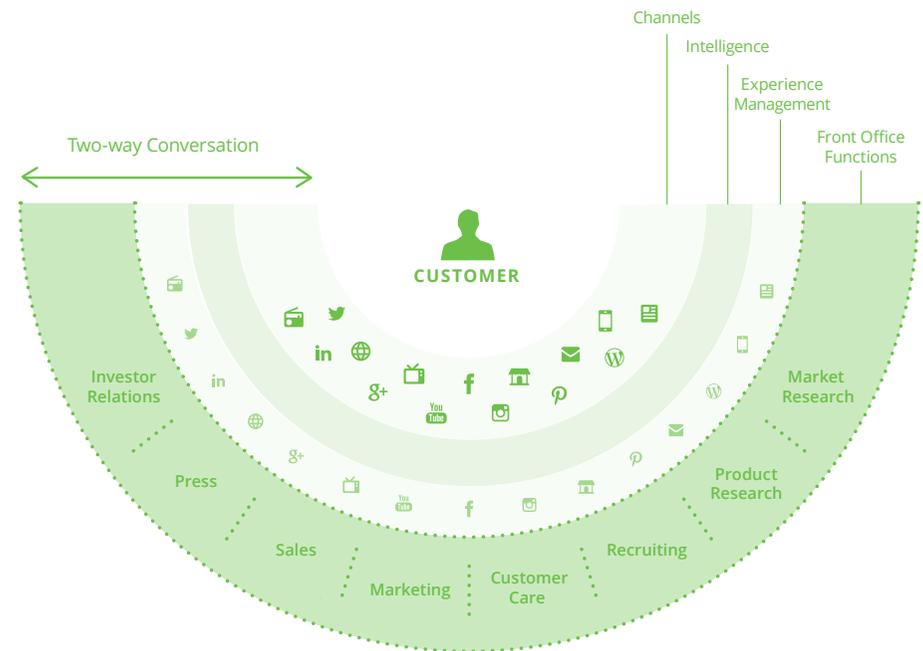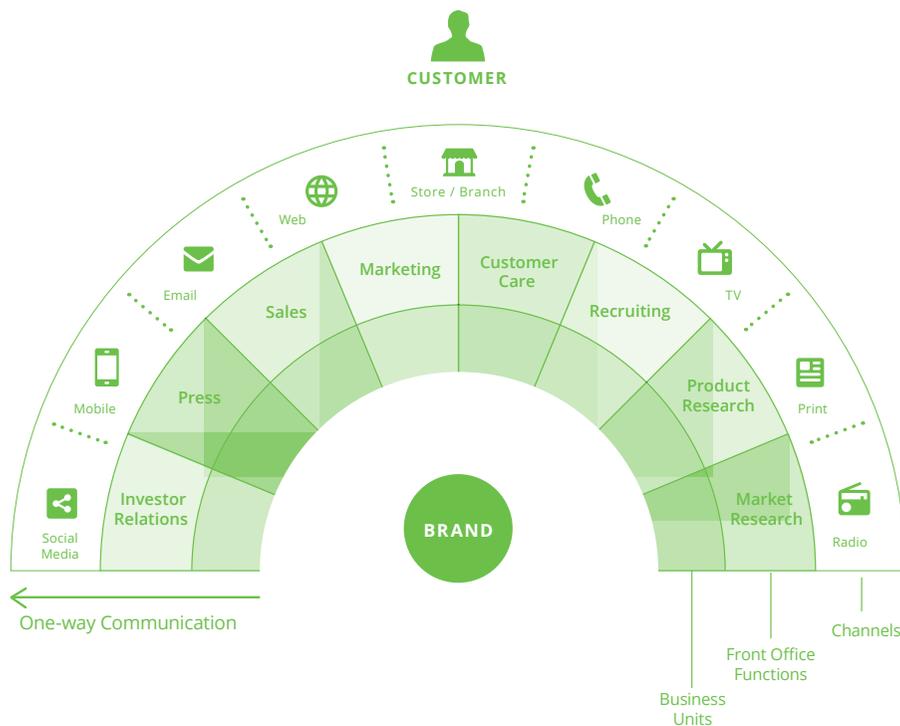I need help explaining this to leadership.

pg **08**

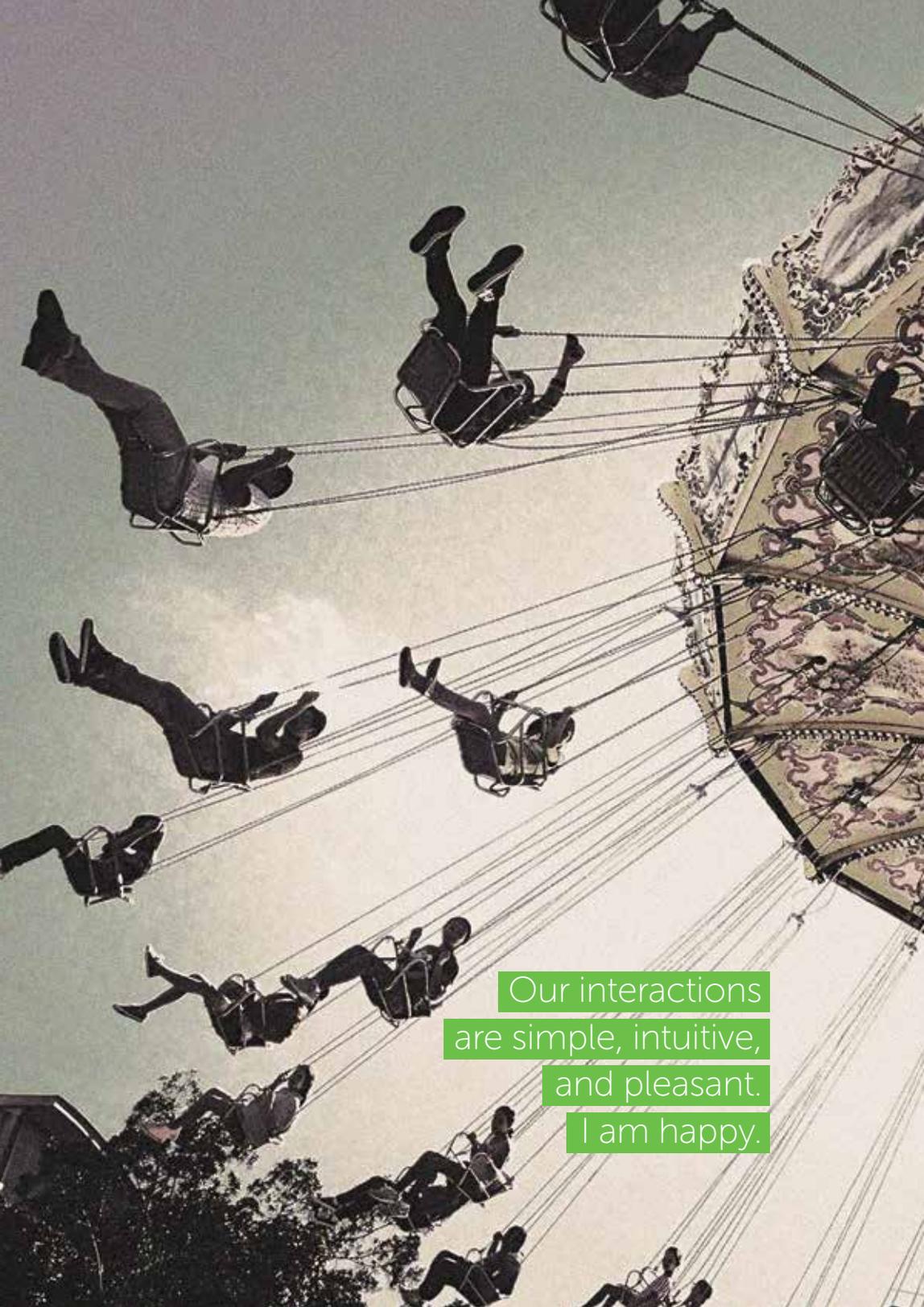I don't care about social engagement and don't really want to care.

This isn't for you.

what does it mean to focus on customers?

Not every company is ready to dive into deep engagement with the human beings who are their customers. It takes leadership, vision, passion, and a new way of doing business. Many executives aren't prepared to let go of the control that comes with a brand-first view of customer relationships.

The alternative is a customer-first view, which could disrupt long-standing processes and traditional rules of engagement. Companies that want to make the shift incrementally can start with a single business unit in a single geography. In a few months, you'll have all the evidence you need to support broader enterprise adoption.

CUSTOMER

Web · Store / Branch · Phone · Email · Marketing · Customer Care · Recruiting · TV · Sales · Product Research · Print · Mobile · Press · Market Research · Radio · Social Media · Investor Relations · BRAND

One-way Communication

Business Units · Front Office Functions · Channels

Two-way Conversation

CUSTOMER

Channels · Intelligence · Experience Management · Front Office Functions

Investor Relations · Market Research · Press · Product Research · Sales · Recruiting · Marketing · Customer Care

Our interactions are simple, intuitive, and pleasant. I am happy.

Enterprise engagement doesn't happen without social technology infrastructure

Companies that have spent millions on enterprise technology often think they should have already solved their social engagement problems. Weren't those systems of record supposed to handle this? What about all those cloud projects? Weren't they supposed to help you maintain constant engagement with customers?

It hasn't worked out that way. Though big vendors have been scrambling to catch up to the connected customer, their outdated approach is actually making things more complex.

Companies that get it are turning to enterprise-class systems of engagement to drive customer experiences across the entire social arena. It's proving to be an approach that works. If you'd like to talk with companies who have done that, just ask. We'll provide a list of Sprinklr customers who can tell you exactly what you need to know to make an informed decision.

Systems of record	→	Systems of engagement

Systems of record	Systems of engagement
• Keep a record transactions and store data	• Touch people
• Manage process	• Serve customers, partners, and employees
• Are supported by ERP packages	• Are personalized and device agnostic
• Maintain status and history	• Are analytics driven
• Have long development and deployment cycles	• Have short, rapid iterative release cycles

These are your options

The marketplace for social engagement solutions is shaking out around two main approaches. One is a collection of point solutions cobbled together, typically unable to be integrated into a unified system. The second option is a purpose-built system, already integrated.

The first approach relies upon point solutions that cost a lot to integrate because of all the challenges of multiple systems built on separate code. They simply don't work well together. They create challenges and barriers for your internal teams. And they make it difficult for the world to see you as one company with one voice.

The alternative approach is designed from the ground up to deliver improved customer performance with no barriers to interoperability or integration. It's one unified system built with a single code base and a powerful purpose.

Cobbled together	Purpose built
Fragmented point solutions	Single integrated system
Multiple customer views	Unified customer views
Conflicting brand voice	Cohesive brand voice
Push/interruption-based experiences	Permission based
Driven by channel efficiency and cost savings	Value to customer, ease, and emotion
Independent, disconnected departments	Purposeful, cross-functional collaboration

do the math

Small steps toward enterprise social engagement are valuable, but sooner or later you'll have to make a real business case. It's likely to come down to a decision about value.

Business cases, of course, are always grounded in assumptions about future behavior of people and the companies that serve them. That's not always easy to predict, but one thing is sure: expectations for interactions with brands are outpacing the ability of companies to meet them, resulting in a level of complexity that few are fully prepared to deal with.

Here's one formula for calculating the number of touchpoints companies have to manage today.

A x **B** x **C** x **D** x **E** = total possible moments of engagement

A = business units

B = front office functions in each one

C = channels (social + digital + offline)

D = geographies

E = customers

What is your level of complexity?

Fill in the blanks

A [____]

x **B** [____]

x **C** [____]

x **D** [____]

x **E** [____]

=

[____]

Total possible moments of engagement

A *How many different business units make up your brand? It's easy to focus on large ones, but don't overlook small operations – where risks can have outsized influence.*

B *Every business unit has front office functions, even if they are sometimes shared services. How many front office functions must you be aware of?*

C *The number of delivery and communication channels is growing daily. How many should you be tracking?*

D *Every country comes with a distinct social profile, but sometimes it's necessary to span jurisdictions that don't align with country borders. How many geographical entities are relevant for your business?*

E *The data above apply to any individual customer. Now multiply by the number of customers touched by your enterprise. This is where the potential value reaches exponential proportions.*

the way

Many people haven't considered that it's possible to grow revenue or achieve other strategic goals through social engagement. There is a way: *The Roadmap to Creating and Capturing Value from the Connected Customer.*

- A how-to-win playbook that helps executives understand how to create and capture value from social engagement

- Discrete paths to value creation, with required strategies and business initiatives

- Guidance on capturing value via critical competencies and capabilities

This roadmap was built from our experiences working with hundreds of global brands that have embarked on their own journeys to become customer-first enterprises. For more information go to **sprinklr.com/turf**.

stay in touch

Different companies come to enterprise engagement in different ways, reflecting their unique challenges and circumstances. Wherever you are on the journey, we can help.

The first step usually involves building a business case to give your leaders a fresh look at the evidence.

If your company isn't ready to jump in, don't get discouraged. Things are changing quickly in the world of social engagement, with more companies finding it's an essential capability for improving performance and driving growth.

Stay in touch. We'll continue to share ideas and insights you can use to make the case for enterprise engagement.

So you can create experiences customers love.

sprinklr.com/turf