



## top 9 reasons why sprinklr is different

You have choices when evaluating your social engagement platform partner. So, what sets Sprinklr apart, and why does that benefit your brand?

Is it the sheer depth of the platform? Given that Sprinklr released over 2,700 new features in 2015 alone (on top of tens of thousands of existing features), you could compare each feature against others in the industry – but value isn't measured in features alone.

Is it the breadth of the platform? You could purchase a dozen overlapping tools to listen, respond, promote, and more – but that may not be the most efficient or cost-effective option.

Better yet, you could turn to the experts: Sprinklr is currently the top-rated product by analysts and by users on the latest Forrester SRP Wave and TrustRadius Social Media Management report.

But depth, breadth, and market validation aren't all you should be considering. Your social engagement platform partner should enable your short-term needs – and also your long-term success. Sprinklr was built from the beginning to do just that. Our architecture was intentionally designed to be unified, so it's fundamentally different and future-oriented. And our innovative vision is the rare fuel for your brand to create experiences your customers will love.

### SPRINKLR IS DIFFERENT BECAUSE IT IS...

1. [The Only End-to-End-Unified Digital Engagement Platform](#)
2. [The Most Innovative and Nimble](#)
3. [Built for Large, Global Enterprises](#)
4. [The Strongest in Governance and Compliance](#)
5. [The Only Centralized Automation Engine](#)
6. [The Most Collaborative Across Teams and Departments](#)
7. [A Data-Lover's Dream, with Truly Customizable, Holistic Analytics](#)
8. [Built to Offer Enterprise-Class Global Services and Support](#)
9. [Clear with Its Vision: The Blueprint to Achieve Digital Customer-First Transformation](#)



## the only end-to-end-unified digital engagement platform

Your customer journey program is vastly multi-faceted. You must listen to what consumers are saying; respond when they reach out; proactively engage with your brand; create and distribute content; promote posts; analyze all that data; and more. These necessary functions could be driven from multiple single-purpose tools, but it's much more efficient to handle them from one unified, end-to-end platform. Sprinklr is a complete, purpose-built platform designed to give you a single, unified experience – no data importing or exporting, no switching screens required. There is no other solution in the industry that matches Sprinklr's breadth, depth, and complete unification.

### WHY THIS BENEFITS YOU

- Engage with one strategic partner across all of social, including actionable listening, publishing, paid advertising, content management, customer management, and analytics for improved targeting and campaign effectiveness.
- Access a cohesive, unified system of engagement across 20+ social channels and owned websites. Your teams can manage customer engagement from one simple interface without the complexity or additional cost of channel-specific or tactic-specific tools.
- Obtain a unified view of the customer, content, and campaigns. Advanced profiling and CRM integrations, for example, provide a holistic picture of customers to all customer-facing teams.
- Enable true collaboration, visibility, and governance across teams, agencies, and silos.

### PROOF

Sprinklr's platform is built from the ground up on a channel-agnostic, single code base. It requires no other logins or point solutions to manage critical social program needs. One global IT brand, for example, replaced 14 disjointed tools with Sprinklr's unified platform.



### HOW DELL LEVERAGES THE POWER OF A UNIFIED PLATFORM

"When we were trying to manage platforms directly, doing paid programs with a specific agency, and listening with separate platforms, it was really hard to do things at scale. We were logging in to different systems and different teams were using different technologies. Sprinklr is a connected ecosystem that now allows us to do listening, response, measurement, governance, as well as paid programs."

**Josh Mueller,**

**DIRECTOR OF DIGITAL MARKETING,  
DELL**



## the most innovative and nimble

Have confidence that your platform of choice will keep up with the speed of social and provide you with the latest updates and releases to inform your digital strategy. Innovation and vision are critical, but innovation is lost if it takes forever to execute and technologies are stuck solving yesterday's challenges. Unlike other platforms that only release updates a few times a year, Sprinklr is innately and continuously innovative, enabling rapid support for social channel changes, breaking industry trends, and custom requests – so your brand will never fall behind.

### WHY THIS BENEFITS YOU

- Ensures you keep connected with your customers as new channels emerge and evolve.
- Combines our innovative vision with dedication to supporting your needs.
- Uses a flexible, future-proof architecture that's built for scale and adaptability.
- Leverages the brilliance of our quick, efficient Product and Development Team.
- Offers custom development to meet your brand's unique business needs.

### PROOF

Over 2,700 new features and enhancements were added to the Sprinklr platform in 2015, along with 3 major new products. Sprinklr's ability to quickly adapt and execute on product strategy is unmatched by any other vendor in this space. In 2015, Forrester SRP Wave stated "Sprinklr offers more features than any other vendor we evaluated."



### HOW NIMBLE STORAGE DRIVES SOCIAL LEADS

"Nimble Storage's marketing team needed to funnel more sales leads into the pipeline. Already using Marketo, a marketing automation software, Nimble Storage partnered with Sprinklr to launch the first Marketo integration in Sprinklr's history. Paired with the power of Sprinklr's listening capabilities, Nimble Storage uses this integration to find, nurture, and convert prospects. It "shifted our entire approach to social lead gen, from people we already knew about to people we'd never heard of before. That's not a change in degree, [Sprinklr delivered] a fundamentally different way of using the [Marketo] platform, one that provides Nimble Storage with a real competitive edge,"

#### Michael Kieran

DIRECTOR OF SOCIAL MARKETING,  
NIMBLE STORAGE.



## built for large, global enterprises

“Consider Sprinklr if you have broad social needs and global ambitions,” recommends Forrester in the 2015 Social Relationship Platform Wave. We understand that most big brands operate globally, require scalability to support thousands of users and operate with the most efficiency, and need flexibility to customize technology for the unique needs of their business. In addition to having the most robust platform with support for the most social channels, we have proven success deploying globally, with deep and extensive partnerships with demanding multinational firms such as Deloitte, SAP, and Microsoft.

### WHY THIS BENEFITS YOU

- Receive global and local support: our global footprint includes 11 offices spanning 7 countries.
- Supports translations in over 80 languages, an interface available in 10 languages, and sentiment scoring in 17 languages.
- Allows for global engagement with more social channels than any other solution in the industry, including Renren, Sina Weibo, Tencent Weibo, VK, and WeChat.
- Offers over 30 integrations with leading third-party tools, such as Salesforce, Marketo, Jive, Klout, Google Analytics, and Omniture.
- Connects to your existing critical business systems through our Universal API access.
- Supports granular governance of users across global teams with permissioning and role-based access.

### PROOF

Sprinklr scored much higher than anyone in the industry in the “Global Functionality” category of the 2015 Forrester SRP Wave with an impressive 4.5 out of 5, while the average score for others was just 2.2.

**starwood**  
Hotels and  
Resorts

### HOW STARWOOD HOTELS AND RESORTS MODERATES GREAT CUSTOMER EXPERIENCES IN A GLOBAL, HIGH-VOLUME ENVIRONMENT.

With a global audience that never sleeps, Starwood provides exceptional customer experiences across social accounts in 15 languages, 24 hours a day, 7 days a week. In collaboration with Sprinklr, they were able to aggregate data to track response times, identify common themes of customer issues, and flag issues quickly. Through Sprinklr, Starwood uncovered “surprise and delight opportunities” for guests and reduced reporting time by 96% across global social channels.



## the strongest in governance and compliance

Security and governance are of the utmost importance to leading brands, especially in regulated industries. Sprinklr takes the security, governance, and compliance needs of your company very seriously. The extraordinary opportunities of social can only be fully realized when the risks are mitigated.

### WHY THIS BENEFITS YOU

- Lowers the risk to your brand by increasing protection of brand reputation and data, preventing fraud, and mitigating crises.
- Ensures governance through automated approval paths and alerts, roles and permissions, configurability, and rules to enforce company processes and procedures.
- Gives you access to top-grade security features, such as SAML, SFTP transfers, and message encryption.
- Creates easy and immediate access to Audit Trails for every single action taken within the platform.
- Integrates with leading third-party social compliance platforms – Social Safeguard and Nexgate – for strong, proactive control over financial, reputational, and operational risks.

### PROOF

Leading financial services companies like JPMorgan Chase, Citi, and Wells Fargo depend on Sprinklr because of our governance, compliance, and security capabilities. Sprinklr has top-tier security and compliance certifications, such as SOC 1 and 2 certifications, FFIEC, and more.

### HOW A LEADING FINANCIAL SERVICES COMPANY MAINTAINS TRUST WITHOUT SACRIFICING SOCIAL EXPERIENCES

A global financial services brand needed one enterprise technology solution that could meet complex Financial Services security and regulatory requirements, while still providing the ability to create amazing customer experiences on social. Sprinklr helps the brand be compliant with security and regulatory requirements with PII auto encryption, SSO, audit trails, IP whitelisting, and more. Prior to Sprinklr, the brand's social teams used multiple tools and channels for publishing and monitoring. That disjointed method was not only inefficient but, because engagement was decentralized, it also carried additional risk. Today, corporate communications, marketing, and customer support departments listen, respond, publish, and analyze data through Sprinklr's unified platform. They have increased publishing efficiency and compliance through the use of approval paths that loop in appropriate brand, product, legal, and compliance stakeholders for all outbound messages.



## the only centralized automation engine

Your time is valuable, and you likely don't have a lot to spare. So why waste time with inefficient, manual processes? Unlike other tools that claim to be smart, only Sprinklr offers the ability to customize and automate actions across your entire social program. For example, you can set Sprinklr to automatically add people to your Influencer audience segment based on their reach and sentiment. Or proactively escalate and notify teams of an emerging trend. Or prevent crisis from having inappropriate content posted to brand channels. Or route messages about chili to your chili product manager. All automatically. It's just one more way that Sprinklr drives smart efficiency throughout your social programs.

### WHY THIS BENEFITS YOU

- Allows you to focus on important activities and strategy by automating vital but not scalable, repetitive workflows.
- Reduces the cost attributed to the inefficiency of manual processes.
- Uses fully customizable rules to easily route messages, profile audiences, send alerts, optimize paid media, and much more.
- Automates crisis-response triggers with volumetric and content-based notifications.
- Tags messages for better handling and deeper, more contextual reporting insights.

### PROOF

Sprinklr's built-in automation engine is completely configurable. Got a lot of processes you want to automate? No worries: Sprinklr supports an unlimited number of rules.



### HOW ALAMO DRAFTHOUSE CREATES EFFICIENCIES TO DRIVE SUCCESS

When selecting a new social partner to accommodate and accelerate Alamo Drafthouse's rapid growth, "we needed a platform that could do a lot more." In addition to deeper analytics functionality, efficiency was key. They needed to "automatically tag, route, and assign inbound messages based on sentiment, influence, and keywords." By having the ability to "triage messages, expedite turnaround times, and process messages in bulk, even across channels and accounts," the team gained much needed time to focus on driving their social strategy and optimizing against goals.



## the most collaborative across teams and departments

It's one of the most challenging obstacles of corporate life: the silos that exist when individual teams, departments, and their agencies use disparate tools to accommodate their needs. Your teams can't operate from the same shared calendar, suggest inspiring content, share notes about incoming messages, or work from the same project task lists when these activities are trapped in different systems. Only Sprinklr delivers unparalleled productivity and alignment through collaboration – and includes features designed to encourage it – by removing the barriers of overlapping technologies and creating a shared, centralized, unified workspace for all.

### WHY THIS BENEFITS YOU

- Enables sharing of best practices and improves content and campaign effectiveness across markets.
- Empowers collaboration with features specifically designed for cross-functional communication, such as suggestions, tasks, tiered approvals, workflows, shared dashboards, message assignments, and comments.
- Gives front office departments the same data, resources, and platform so they can speak to customers with a single brand voice.
- Allows different teams to work from the same platform for collaborative planning, reporting, asset management and content creation, workflows, and approvals.
- Tears down silos with cross-functional collaboration.

### PROOF

No other platform offers individual team spaces, cross-team assignments, escalation workflows, and threaded comments on customers and content.

# BBVA

### HOW BBVA COMPASS' MARKETING AND CARE TEAMS USE SPRINKLR

"Before Sprinklr, BBVA Compass' marketing and customer care teams were engaging with customers, but siloed through different tools. Now, everyone is working in the same platform, using the same data – but each team can track its own KPIs thanks to the deep levels of customization. "[Sprinklr enabled us to] unite our marketing team with our customer care team, which has been a first... We've never found a tool that is able to do both at the same time. So, we're really excited about that."

### Carolina Aramayo

SOCIAL MEDIA CUSTOMER CARE  
MANAGER AT BBVA COMPASS.



## a data-lover's dream, with truly customizable, holistic analytics

Sprinklr provides brands with a single, in-depth, unified view of social data. Brands can aggregate all social analytics and merge the information with other non-social data to get a more complete picture of the business, and to understand how social is affecting it. And Sprinklr allows you to move beyond cookie-cutter templates to customize the data, the look and feel, and the layout for your internal audiences.

### WHY THIS BENEFITS YOU

- Increases revenue by quickly and effectively identifying the best performing content. Helps you understand the key loyalty drivers that fuel customer satisfaction. Visualizes the data aggregated across all channels so you can immediately act on insights.
- Integrates social data with the widest range of leading analytics providers, including Google Analytics, Adobe Analytics, IBM CoreMetrics, and GeoRiot, as well as custom analytics solutions.
- Auto-imports external data to create meaningful business metrics.
- Schedules automated, custom reports and sends them to the appropriate stakeholders, even outside the Sprinklr platform, in multiple formats (PDF, Excel, or PNG). Also utilizes custom calculations, including sum, min, max, percentage change, and more to reflect the data measurements you need most.
- Reports paid, owned, and earned in a single dashboard for instant analysis. For example, you can easily measure social ROI by comparing how paid activations are impacted by earned conversations.

### PROOF

Over 1,000 metrics are available to target the specific operational, engagement, and campaign initiatives of each of your brand teams. When it came to "Measurement and Data" in the 2015 Forrester SRP Wave, Sprinklr dramatically outscored its competitors with top marks of 4.5 out of 5, compared to an average score of 2.5 for the rest of the field.



### HOW LOGMEIN FUELS RAPID BUSINESS GROWTH WITH DATA-DRIVEN DECISIONS.

Lacking unified analytics and an understanding of effective social strategy, the social team couldn't keep up with business growth. Through Sprinklr's extensive reporting, automated workflows, and customizable KPI tracking, LogMeIn has insight into the social activity of 40+ brands and products, allowing them to learn faster and increase engagement. LogMeIn elevates compelling content with estimated clicks skyrocketing by 98% month-over-month.



## built to offer enterprise-class global services and support

Global brands now expect a certain level of services and support, a level that can match their scale and that can span their organization. They require a proven delivery approach, focused on specific business outcomes and connected to their specific business strategies. In today's rapidly changing market, brands can't afford the increased cost, decreased efficiency, and increased risk that comes with relying on the different levels of services and support provided by disparate point solutions.

Sprinklr is not simply a vendor who just wants to sell software and call it a day – Sprinklr's mission is to become a valued, trusted, vital partner over the long term. And we accomplish this by providing enablement, success and support teams that are filled with people who genuinely, passionately care.

### WHY THIS BENEFITS YOU

- Provides ongoing, agile support as markets rapidly change
- Works with your teams to ensure success and adoption, measured by the KPIs that matter to you, and not cookie cutter, superficial metrics.
- Reduces the need for multiple vendors through a single unified platform.
- Lowers implementation costs through the use of standards, templates, and pre-configured features.

### PROOF

Sprinklr has a 95% retention rate, a stunning figure that's all the more impressive given our roster of demanding clients who expect the best and aren't shy about switching providers to find it. Furthermore, every single Sprinklr employee has a direct stake in the success of our customers, ensuring we are all pulling together to surpass your expectations and create strategic value for your brand.

## HOW SPRINKLR HELPED A FAST-FOOD BRAND ROLL OUT A SOCIAL CAMPAIGN IN ONLY TWO WEEKS

Imagine handling over 1 million social contacts per month, on over 28,000 separate accounts around the world. That's what Sprinklr faced when a global fast-food chain was determined to get closer to its customers. Sprinklr's world-class enablement and success teams worked hand-in-hand with the brand to configure, onboard, train, and launch their largest campaign of the year in two weeks, which reduced their Time To Value (TTV) by 75%.



## clear with its vision: the blueprint to achieve digital customer-first transformation

Some companies invest in technology to solve specific problems. Innovators think differently. They look for technology to drive strategic business value. That has always been Sprinklr's objective: ensuring that our technology drives strategic business value, and this is a fundamentally different perspective from that of our competitors. Our organization is aligned for a single purpose: to leverage software and related services to build lasting partnerships and help our clients create experiences their customers will love. We have a broad, long-term vision that goes beyond managing a few social accounts to deliver the front office operating system of the future.

Sometimes it can be hard for even the most forward-thinking brands to make the leap into full digital transformation. That's why Sprinklr created our unique Digital Customer-First Transformation System. It's a series of models and facilitation workshops, based in but separate from our software platform, that have been designed to help companies align their strategies and teams toward a new vision of being a Customer-First organization – and then bring that vision to life. It can be hard to put a number on the long-term strategic value created by this Customer-First transformation, but we believe that it is an existential necessity for the future of every brand.

### WHY THIS BENEFITS YOU

- Strategically puts value creation at the center of your brand – its people, processes, and technology.
- Helps align multiple stakeholders in a common vision for your brand. Using the Sprinklr Models as a framework, stakeholders come together in collaborative work sessions to create their own strategies and paths forward.
- Drives innovation and ensures alignment between your brand and your technology partner by establishing a shared, long-term vision for customer experience. Imagine the positive impact on your business.

### PROOF

Over 1,000 leading brands like Nike, Samsung, Intel, Starwood, GAP, Pernod Ricard, DELL, and BBVA Compass trust and have invested in Sprinklr because they share our vision, and Forrester rated Sprinklr's clients the most satisfied, saying we offered the best value for the money. The Sprinklr Models are currently helping dozens of brands accelerate the impact of their digital and social strategies.

### SPRINKLR IN ACTION: HOW COMPANIES AROUND THE WORLD ARE LEVERAGING THE SPRINKLR MODELS

The social team within one of Europe's largest financial institutions is leveraging both the Value Model and the Maturity Model to bring 10 business units into alignment on a common vision for engagement. Sprinklr conducted an Orientation workshop that brought together social engagement leaders from each of these teams, and now the organization is facilitating work sessions for their own individual teams to coordinate specific strategies and business initiatives across people, processes, and technologies.

In the United States, Sprinklr is facilitating a series of workshops to leverage the Value Model, Maturity Model, and Capabilities Model for one of the world's most famous food brands. This stream of work culminates in the construction of custom action plans specifically for the brand, which are then placed prominently in its customer voice Command Center – a place where executives and managers from across the organization collaborate to coordinate campaigns and digital content.