



Sprinklr Experience Cloud

THE FIRST INTEGRATE-ABLE, UNIFIED, COLLABORATIVE PLATFORM FOR ORGANIZATIONS TO WORK TO COLLABORATE, IN REAL TIME, ACROSS DEPARTMENTS, MARKETS, AND SILOS TO MANAGE CUSTOMER* EXPERIENCE—AT SCALE

Customers are more informed, connected, and empowered than ever before. With over two billion people connected using their real identities, there are no more strangers.

In this social world, customers no longer consume. They push and pull, with forceful power. And how they choose to apply that force is directly impacted by their experience: the sum of how someone feels across every interaction with your brand.

And social channels are infamously complex and ever changing. To reach, engage and listen to your customers on 25+ channels, you'll need a centralized platform to apply across marketing, advertising, research, care, and commerce.

When you extend the social foundation to integrate with your legacy email, website and CRM systems, you'll unearth new value— the value that can only be achieved through the application of human context to valuable structured data. You can break away from the pains of siloed software and create a unified view of your customer.

Sprinklr's Experience Cloud is an integrated system of engagement for your employees to work together in real time across departments, markets, and silos, to manage customer experience at scale. With flexible and seamlessly integrated building blocks to suit the needs of complex organizations, the Sprinklr Experience Cloud enables users to access complete, connected data across digital channels, including 25+ social platforms, email and apps.

With Sprinklr as the foundation of your brand's digital technology, **your teams will deliver better customer experiences - and make happy customers.**

** anyone who touches your brand is your customer*

LISTEN

Hear what your customers are talking about on social media and across digital experiences. Use these insights to optimize engagement, increase ROI and reduce risk.



REACH

Post content and foster personal, relevant conversations with your customers at scale.



ENGAGE

Know which channels customers are on and how they want to engage with your brand(s).

Included in Gartner's Market Guide for Social Analytics for Marketing Leaders, March 2017

Included in Gartner's Market Guide for Social Marketing Management, February 2017

Included in Gartner's Market Guide for Social Analytics Applications, December 2016

Leader, IDC Marketscape for Communities, September 2016

Included in Gartner's Market Guide for Social Customer Service Applications, September 2016



Sprinklr's Experience Cloud capabilities enable brands to manage Marketing, Advertising, Research, Care and Commerce in one integrated and unified platform.



SOCIAL

The cornerstone of Sprinklr's Experience Cloud, consolidate point solutions with a unified platform to reach, engage, and listen to customers and deliver a seamless experience across 25+ social channels.



MARKETING

Provide experiences that matter by understanding and engaging with customers as people not data points. Deliver compelling content wherever your customers are, and connect with the advocates who can influence them.



ADVERTISING

Enhance customer experiences through comprehensive paid media planning, integrated audience management, and holistic reporting.



RESEARCH

Translate the voice of your customers into better brand experiences. Capture meaningful, actionable feedback to understand what your customers are saying, why they feel that way, and instantly, empathetically engage.



CARE

Build lasting brand love, deliver valuable market insights, and ensure repeat customers with hyper-personal customer care that goes beyond mere service.



COMMERCE

Unlock the power of social selling by influencing pre & post purchase decisions, bringing products to life at every touch point, and gaining valuable customer insights.

HERE'S WHAT OUR CUSTOMERS SAY...

JPMORGAN CHASE & CO.

"Social media is increasingly **part of everything we do** at JPMorgan Chase—customer service, marketing and sales, recruiting"



"[Sprinklr] becomes this mechanism to help us move forward, help make sure everyone is working in conjunction with each other."

"Having a **consolidated tool that can evolve with us** is critically important. That's where I would say is the opportunity for us to grow with Sprinklr."

starwood
Hotels and
Resorts

"While the hospitality industry is going through rapid and dramatic changes, serving our guests remains at the center of everything we do. Sprinklr's platform is at the heart of that effort—listening to customers and driving value at every part of the business."