

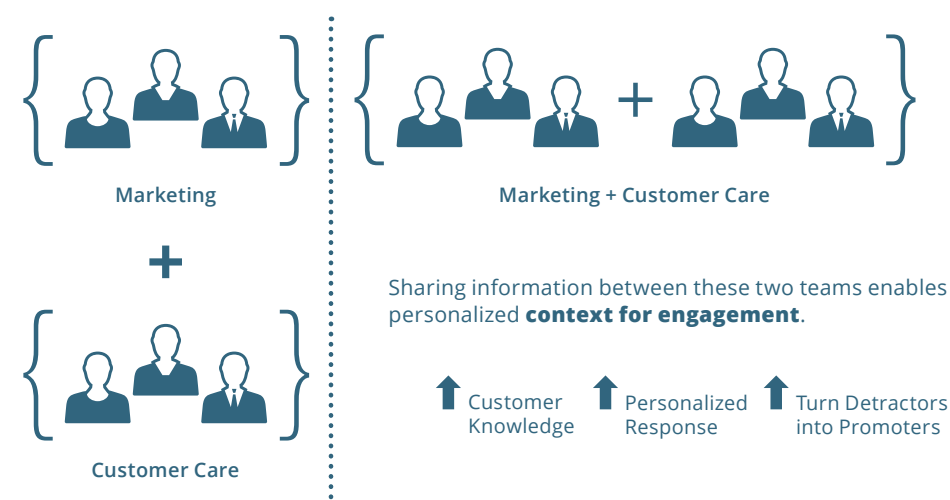
Heuristics

Scenarios, algorithms, and ROI calculations outlined herein are for illustration and direction only; they include publicly available data and assumptions based on our experience.

Grow Revenue

Scenario:
Large retail brand activating online, offline, and in-store marketing initiatives

Strategic Use Case:
INTEGRATE SOCIAL CARE WITH MARKETING to Build, Deepen, and Strengthen Relationships with Customers



Potential ROI:
\$2.33 return for every \$1 invested

Strategic Use Case:
INTEGRATE SOCIAL ENGAGEMENT INTO OMNI-CHANNEL STRATEGY to Enable a Unified View of the Customer Regardless of Where or When Interactions Take Place

TV	Print	Direct Mail	Digital	Events	Mobile	Social	Email	In-Store
✓	✓		✓		✓	✓		

ANALYTICS

Social engagement is limited to a single channel initiative

TV	Print	Direct Mail	Digital	Events	Mobile	Social	Email	In-Store
✓	✓	✓	✓	✓	✓	✓	✓	✓

SOCIAL

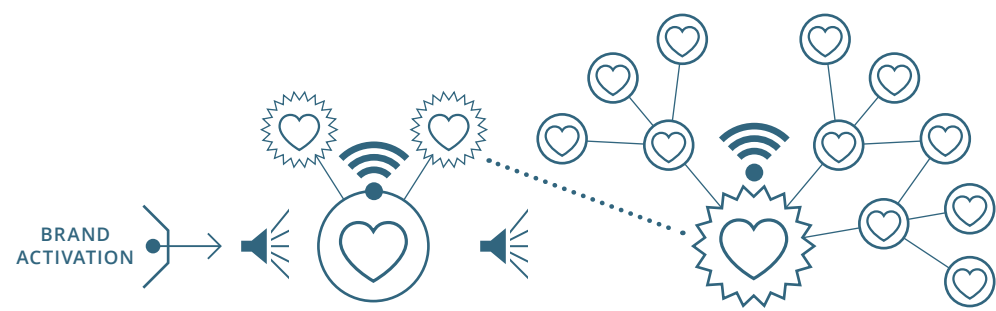
ANALYTICS

Social engagement is integrated into every omni-channel initiative

- Increases Content Sharing
- Increases Word-of-Mouth
- Increases Overall Campaign Performance
- Increases Conversion Ratios

Potential ROI:
\$2.21 return for every \$1 invested

Strategic Use Case:
BUILD, GROW, and NURTURE ADVOCATE COMMUNITIES in Social Channels, Owned Properties, and Across the Web



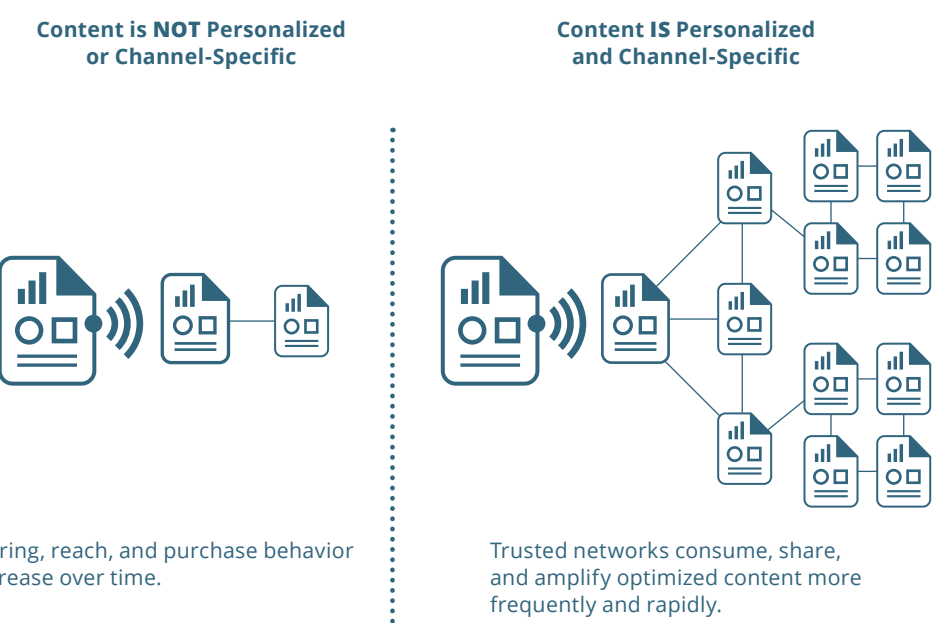
- Community Activation Creates a Chain Reaction**
Brand activates community, sharing, and amplification increase; advocates take action.
- Advocate Affinity Multiplier**
Positive sentiment and content sharing creates a new advocate.
- Advocate Network Multiplier**
New advocate is compelled to share, activates her network.

- Increases Shares
- Increases Reach
- Improves Action

Connected 'trusted networks' increase content consumption and sharing, reach, and purchase intent.

Potential ROI:
\$2.23 return for every \$1 invested

Strategic Use Case:
IMPROVE SOCIAL CONTENT to Ensure All Content is Personalized, Channel-Specific, and Shared



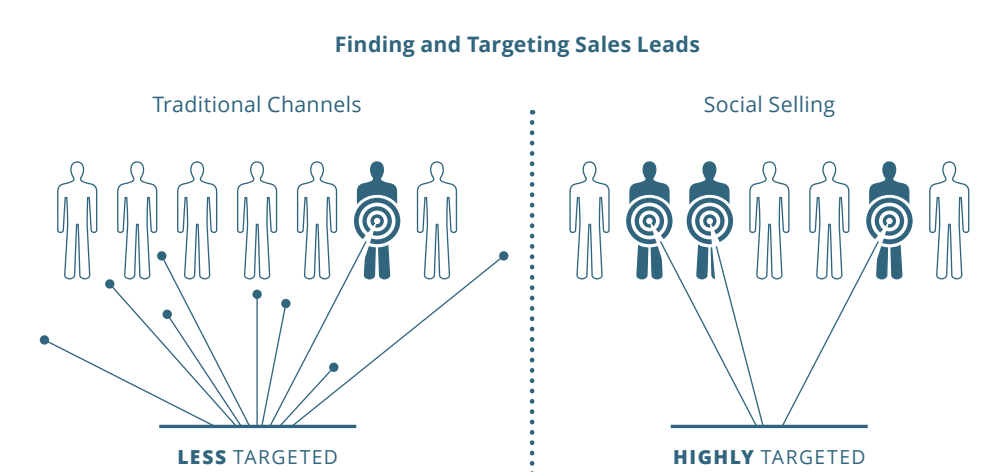
Sharing, reach, and purchase behavior decrease over time.

Trusted networks consume, share, and amplify optimized content more frequently and rapidly.

- Increases Conversion Rate
- Increases Average Order Value

Potential ROI:
\$4.68 return for every \$1 invested

Strategic Use Case:
LEVERAGE SOCIAL SELLING to Nurture Leads and Convert Them into Customers



A broad-based approach to find, target, reach, acquire, and convert priority prospects produces wasteful 'misses' and requires significant time and resources.

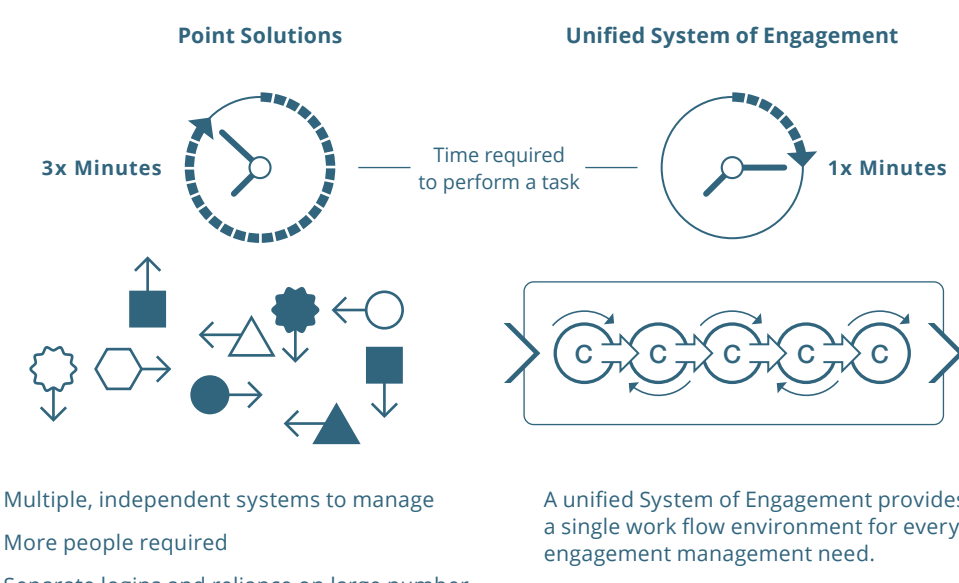
Social selling improves targeting accuracy, saves time, improves conversion rates, increases average order value, and creates longer-term relationships.

Potential ROI:
\$2.94 return for every \$1 invested

Reduce Cost

Scenario:
A large technology brand with B2B and B2C business units

Strategic Use Case:
UNIFIED SYSTEM OF ENGAGEMENT Versus a Portfolio of Point Solutions

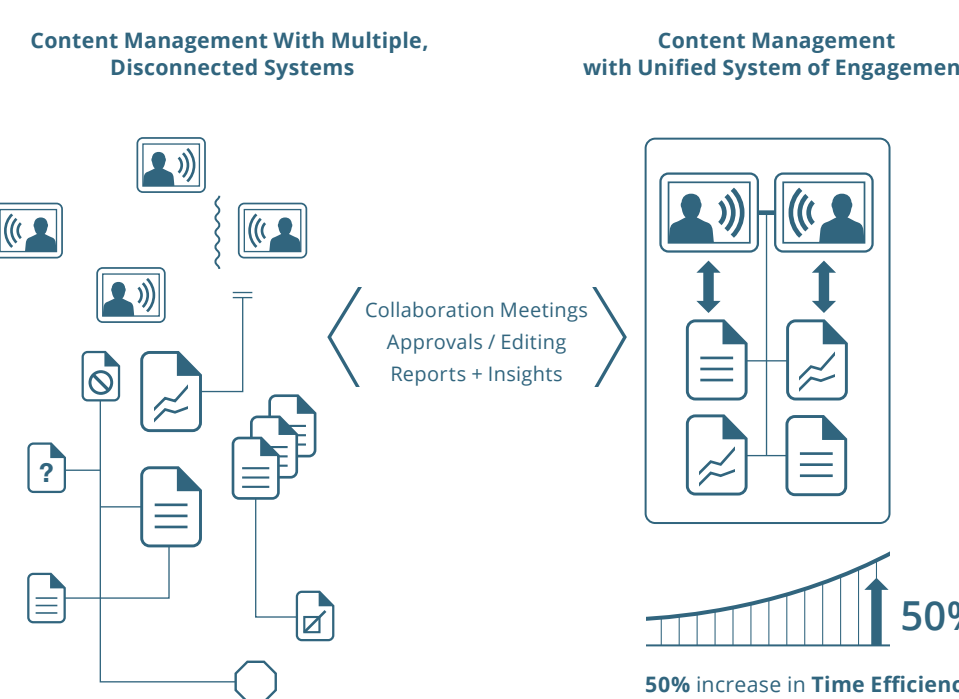


- Multiple, independent systems to manage
 - More people required
 - Separate logins and reliance on large number of different types of APIs
- A unified System of Engagement provides a single work flow environment for every engagement management need.

- Increases Time
- Increases Cost
- Decreases Efficiency
- Decreases Time
- Decreases Cost
- Increases Efficiency

Potential ROI:
\$11.80 is saved for every \$1 invested

Strategic Use Case:
LEVERAGE THE SYSTEM OF ENGAGEMENT for Cross-Functional Collaboration and Customer Delight

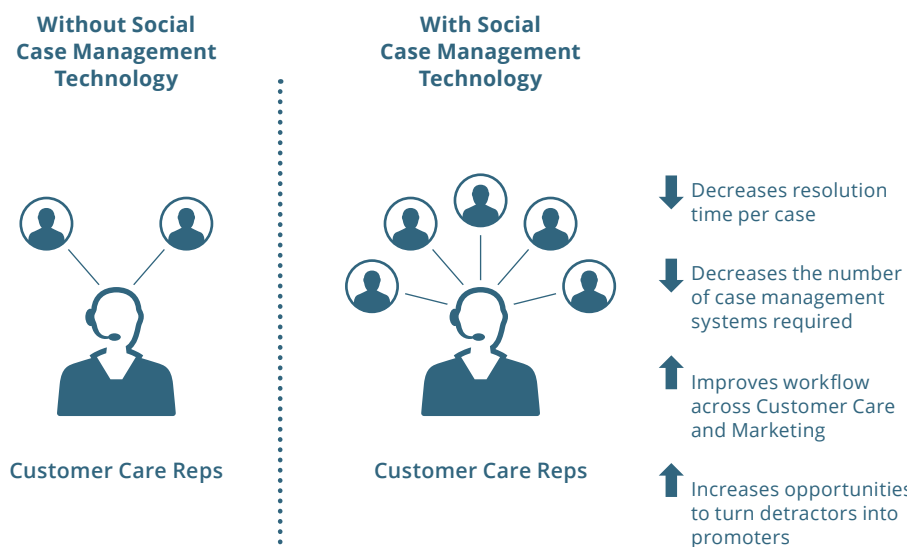


Collaboration Meetings Approvals / Editing Reports + Insights

50% increase in Time Efficiency

Potential ROI:
\$1.27 is saved for every \$1 invested

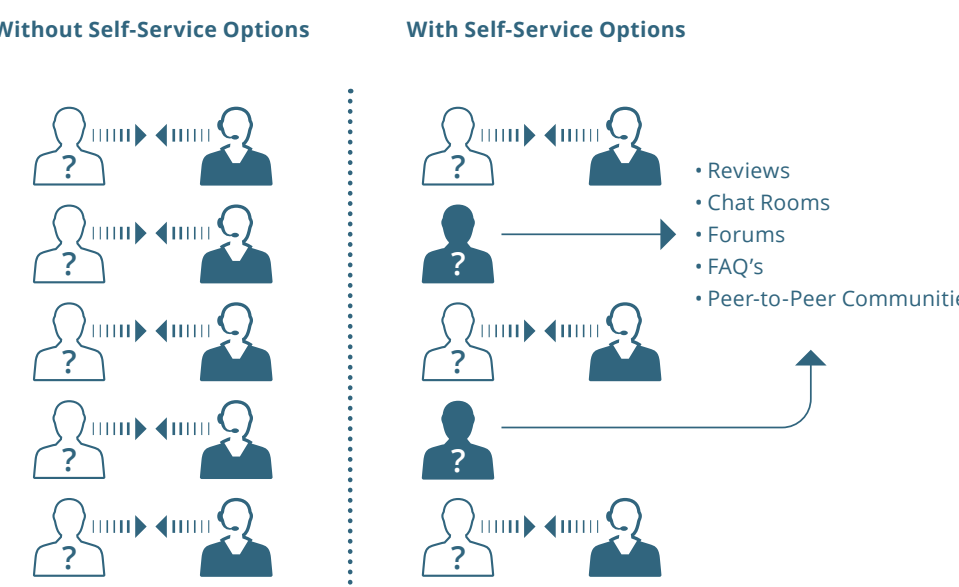
Strategic Use Case:
LEVERAGE SOCIAL CASE MANAGEMENT TECHNOLOGY to Enable Representatives to Prevent Customers from Switching to a Competitor



- Decreases resolution time per case
- Decreases the number of case management systems required
- Improves workflow across Customer Care and Marketing
- Increases opportunities to turn detractors into promoters

Potential ROI:
\$4.80 is saved for every \$1 invested

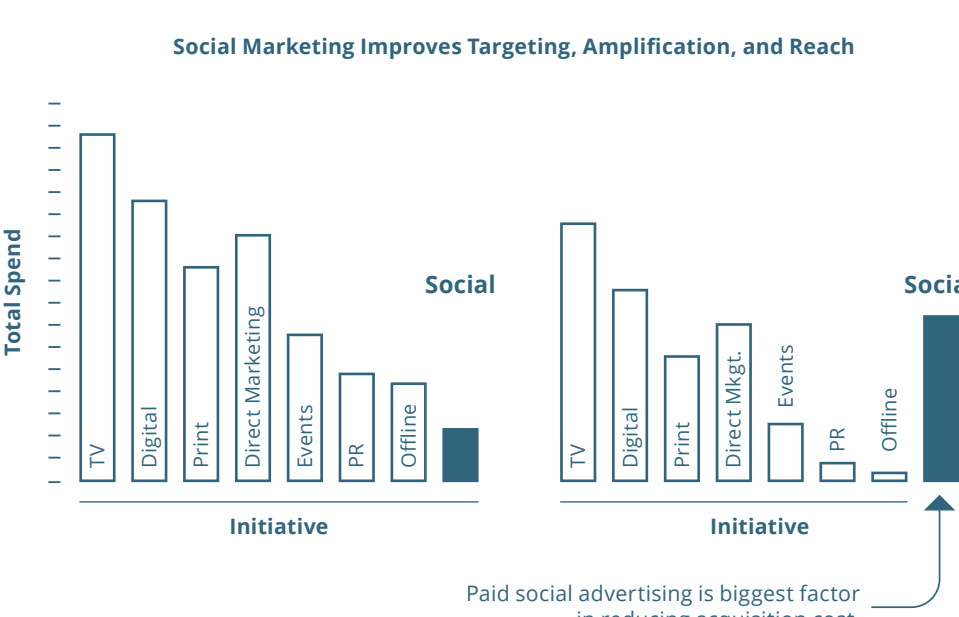
Strategic Use Case:
Enable SELF-SERVICE and PEER-TO-PEER SOCIAL CARE to Resolve Issues Faster, Foster Community, and Grow Brand Affinity



17.5% of inbound issues are handled by the customer, deflected from CCRs, so costs are reduced

Potential ROI:
\$4.94 is saved for every \$1 invested

Strategic Use Case:
Calculate the Cost Savings of SHIFTING MARKETING SPEND to Social Marketing

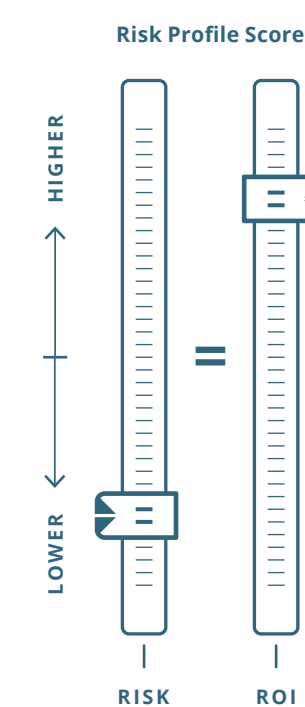


Potential ROI:
\$2.54 is saved for every \$1 invested

Decrease Risk

Each scenario below shows the **Risk Profile Score**:
The lower the score, the lower the brand's risk factor (optimal outcome), and the higher the ROI on its investment in risk mitigation initiatives.

Benchmark Risk Score - Active Risk Score = Risk Profile



Company Type:
Global Financial Services Leader

Scenario:
A Large Financial Services Institution Experiences a Data Breach

Benchmark Score
Industry: Retail Banking = 5: Highest risk factor; most prone to crisis
Size: Forbes 100 = 5: Highest Score: Forbes 100 companies are most closely followed and in the public domain
Score: 5 + 5 = 10

Active Score
2-Point Factors: Most important risk mitigation initiatives
 Meet all security certifications, standards, protocols, and best practices
 Prevent cyber attacks, account hacks, system breaches, and inadvertent mistakes
 Score: 2 x 2 = 4

1-Point Factors:
 Comply and control social operations and institutionalize governance protocols
 Detect crises before they occur
 Channel and target crisis-response messages
 Rally support for the brand by activating social influencers and advocates
 Nurture and activate social advocates and influencers to defend the brand without prompting
 Create a process to detect or respond to false claims or inaccurate messaging about the brand, product, or other important issues
 Score: 1 x 1 = 1
Total Active Score: 4 + 1 = 5

Risk Profile Score: 10 - 5 = 5
Score is 5 because there are many other initiatives the company could assume to reduce risk.

Company Type:
National Retail Leader

Scenario:
A Mid-Sized Retail Company Experiences a Social Media Crisis

Benchmark Score
Industry: Retail = 2: Retail industry risk factor is moderate; not in the high-probability category
Size: Forbes 1,000 = 4: Company is well-known but not in The Forbes 50
Score: 2 + 4 = 6

Active Score
2 Point Factors:
 Meet all security certifications, standards, protocols, and best practices
 Prevent cyber attacks, account hacks, system breaches, and inadvertent mistakes
 Score: 2 x 2 = 4

1 Point Factors:
 Comply and control social operations and institutionalize governance protocols
 Detect crises before they occur
 Channel and target crisis response messages
 Rally support for the brand by activating social influencers and advocates
 Nurture and activate social advocates and influencers to defend the brand without prompting
 Create a process to detect or respond to false claims or inaccurate messaging about the brand, product, or other important issues
 Score: 4 x 1 = 4
Total Active Score: 4 + 4 = 8

Risk Profile Score: 6 - 8 = -2
Score is 0 because company has invested significantly in risk mitigation initiatives and virtually eliminated the likelihood of a debilitating or terminal crisis.

Company Type:
Tech Start-Up

Scenario:
A Fast-Growing Tech Company, With Only a Moderate Investment to Secure Its Infrastructure, Experiences a Cyber Attack

Benchmark Score
Industry: Technology = 2: Public is less aware of many of these new companies, and has low expectations they will experience problems
Size: High-Growth Tech Company = 3
Score: 2 + 3 = 5

Active Score
2 Point Factors:
 Meet all security certifications, standards, protocols, and best practices
 Prevent cyber attacks, account hacks, system breaches, and inadvertent mistakes
 Score: 0 x 2 = 0

1 Point Factors:
 Comply and control social operations and institutionalize governance protocols
 Detect crises before they occur
 Channel and target crisis response messages
 Rally support for the brand by activating social influencers and advocates
 Nurture and activate social advocates and influencers to defend the brand without prompting
 Create a process to detect or respond to false claims or inaccurate messaging about the brand, product, or other important issues
 Score: 2 x 1 = 2
Total Active Score: 0 + 2 = 2

Risk Profile Score: 5 - 2 = 3
Score indicates the company has done a lot to protect itself, but has more work to do.

The Digital Customer-First Transformation System

Situation — Digital Disruption

Customer Experience. Digital Transformation. Customer Centricity. The buzzwords swirl around us every day in blog posts, white papers, panel discussions, podcasts, and more. What do they really mean? They're all about customers — and in the new world of empowered, connected people, recognizing all customers and their specific needs is paramount to business success. Every enterprise, however, has been disrupted by digital technology and social engagement.

How did we get here? Three moments in time — we call them waves — tell the story.

Wave 1 Analog to Digital

The first wave seems so basic in retrospect. As computers came to replace analog systems and processes, the Internet emerged as the new way to interact directly with customers. Email accelerated message sharing. E-commerce compressed the world, enabling brands to sell anywhere at any time. Websites enabled brands to deliver product messages direct to consumers. Smart companies leveraged the Internet and other new digital systems to create operational efficiencies. Some innovators thrived, while others struggled to survive. Some, like Blockbuster, never got it, and died.

This first digital wave, the age of the Internet, brought us speed and efficiency, and the newly connected world created dreamers and inspired millions. In hindsight, however, it didn't fundamentally change the relationship between people and big organizations. What it did do was spawn another undeniably transformational wave.

Wave 2 Social Disruption

Today, a single Facebook post can spur hundreds of customer-facing employees at your company into action. Social media has become more than just a new communication channel where people post pictures of their pets. Social engagement is a revolution, the most disruptive agent large organizations have ever had to deal with.

Social disruption stretches across borders, creating unprecedented levels of information sharing and immediate human-to-human connectivity. It changes how people interact with each other and with brands. Enabled and empowered by countless digital devices and social channels, customers today interact on their terms. The world is their turf, not yours.

This power shift creates massive challenges for complex, distributed, global brands. It forces companies to immediately recognize and engage with each customer as a unique individual, regardless of how or where that interaction takes place.

Doing it right requires linking customer profile data between marketing and customer service divisions so the history of each customer's relationship with your brand is immediately available to any customer service rep or retail sales clerk. This is the new business paradigm. Brands that don't embrace it risk falling behind.

Wave 3 Connected Devices and the Internet of Things (IoT)

The third wave is even more challenging. Building on the emergence of socially connected and digitally empowered people, the Internet of Things is connecting devices to devices — and to people too. Your brand has little chance of winning if you can't map devices to human needs at a personal level.

Adding to this complexity is the changing nature of customer interactions. Today they are fundamentally unscripted, producing ever-increasing streams of unstructured data. To deal effectively with this data tsunami, you'll need a technology infrastructure that can process the most meaningful information and deliver it to the right people at the right time so they can act on it in the right way.

Market Response: Misguided

Many brands are struggling to respond. While 80% of companies believe they deliver superior customer experiences, only 8% of customers say they actually receive great experiences from brands. That's a problem.

None of this means brands should abandon investments in legacy technologies. They must, however, find a way to capture unstructured data, or else they risk missing important context for engaging with customers the right way. Otherwise, they can only see part of the picture: just a portion of who their customers really are and what they really want.

Enter the Digital Customer-First Transformation System

Solving the challenges of social and IoT disruption starts with a mandate: embrace and enable a Customer-First imperative that prioritizes customer needs over everything else. Many brands are just beginning their journey to become a Customer-First organization. Most can't put this transformation into action because they don't have the right technology solutions to manage social disruption.

But the challenge is bigger and requires more than just the right software. Companies need the right technology to bring teams together to meet customer needs, and in the process, move faster to create meaningful value for both customers and the brand.



The urgency to become Customer-First is real. And many global brands need help on their journey. That's why we've created the **DIGITAL CUSTOMER-FIRST TRANSFORMATION SYSTEM**. We invite you to explore the system and learn how it can help you align stakeholders to a common vision for engagement, move faster as a unified team, and create strategic business value from engagement.

Benefits and Outcomes

Situations where the Digital Customer-First Transformation System Aligns Stakeholders, Accelerates Activity, and Creates Strategic Value:

Aligns Stakeholders



Functional teams are not aligned to the same strategic plan.

Team leads are working together cross-functionally but need to align partners and agencies to the strategic program.

Social team does not have a plan to scale engagement across the organization.

Accelerates Activity

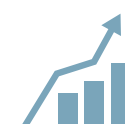


Senior executives have initiated a digital transformation program but it is not moving fast enough.

Cross-functional customer experience strategies are taking more time to execute than senior executives originally planned.

Digital transformation strategies are in motion but the organization is struggling to map the competencies and capabilities required to get there.

Creates Strategic Value



Executives are unaware of and/or skeptical that engagement can drive revenue, reduce cost, or reduce risk.

Executives want to become Customer-First but do not have a plan to get there.

Capturing the ROI of engagement has not been successful to-date.

The Models

	RATIONALE	MODEL NAME	DESCRIPTION
1	WHY	Value Model	The Ideal State of Digital Customer-First
2	WHAT Overview	Capabilities Model	What's Needed from People, Processes, and Technologies
3	WHAT Deep Dive	Functional Use Case Model	What's Needed to Drive Strategic Value Across the 'Last Mile'
4	WHERE	Maturity Model	Your Journey to Digital Customer-First
5	HOW MUCH	ROI Model	Validating The Investment in Engagement
6	HOW Overview	Operations Model	Making Engagement Happen — The SCs
7	HOW Deep Dive	Reference Architecture Model	Making Engagement Happen — A Unified Design

How to Use the ROI Model

What It Is

An infographic depicting the return on investment — what a brand can expect to achieve through digital engagement — expressed as an ROI output statement from (nearly all) of the Strategic Use Cases found in the Value Model.

How It Helps

It shows how engagement directly creates strategic, bottom-line return for the organization.

It debunks the myth that engagement — particularly social media — does not drive opportunities to grow revenue.

Step-by-Step Guide:

Step 1:

ROI is about 'HEURISTICS'

Read the statement about heuristics at the top of the Model to understand that Sprinklr's strategy and analytics teams have created generalized algorithms:

- Anonymized and aggregated Sprinklr client data — no specific client data is illustrated or mentioned.
- Publicly available data gleaned from a variety of common sources.
- Reasonable assumptions based on our experience working with 1,000 clients over the past 6 years.

Why is it important to understand heuristics?

- Because the Model's best and highest use is to show that ROI calculations are possible.
- The goal is not to create absolute dollar values for specific use cases.

Step 2:

The ROI Model Layout

Three columns align to the Value Model:

- Grow Revenue
- Reduce Cost
- Decrease Risk

Each column depicts individual use case 'scenarios' that relate to the Executing Strategies from the Value Model.

Step 3:

How the ROI Use Case Stories Work

Each story contains several elements:

Title: taken from the Strategic Use Case in the Value Model.

Visual: an infographic designed to help the reader understand the ROI story related to each Strategic Use Case.

ROI: a statement explaining the actual ROI in terms of dollars made, dollars saved, or risk profile reduced.

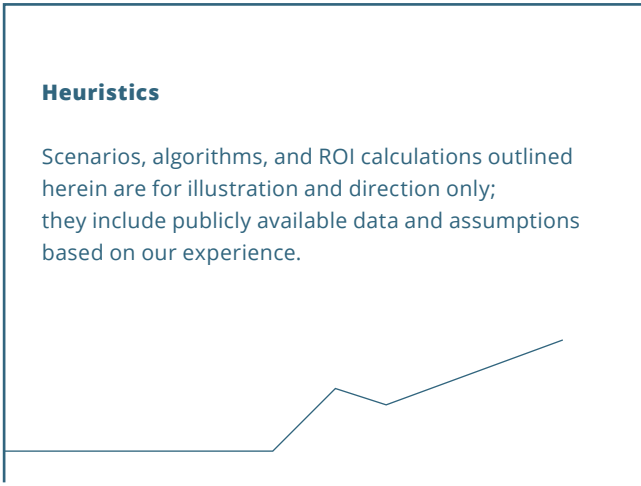
NOTE: The algorithms created to produce the Outcome Statement are outlined in detail on the back of the ROI Model.

Find ROI stories that match Strategic Use Cases (or What to Do activity) from the Value Model the client indicated are priorities.

For example, if optimizing Content is a priority:

- Refer to the Value Model to find the Strategic Use Cases called 'IMPROVE SOCIAL CONTENT' to ensure ALL content is personalized, channel-specific, and shared.
- Read what the path to Grow Revenue is, and what the What to Do activities are that make it happen.
- Then, find 'IMPROVE SOCIAL CONTENT' to ensure All Content is Personalized, Channel-Specific, and Shared in the Grow Revenue column of the ROI Model.
- Look at the ROI statement to see that there is a massive opportunity — every \$1 spent optimizing content for social engagement leads to a possible \$11.94 return on that investment of time and resources.

NOTE: We have not created an ROI for every Strategic Use Case — some are either too complex or not appropriate. If your client expresses interest in creating an ROI for a strategy or initiative that we have not included, let us know that our ROI team is available to help and can, with their data, produce high-value ROI outputs.



Grow Revenue

Scenario: Large retail brand activating online, offline, and in-store marketing initiatives.

Reduce Cost

Scenario: A large technology brand with B2B and B2C business units.

Decrease Risk

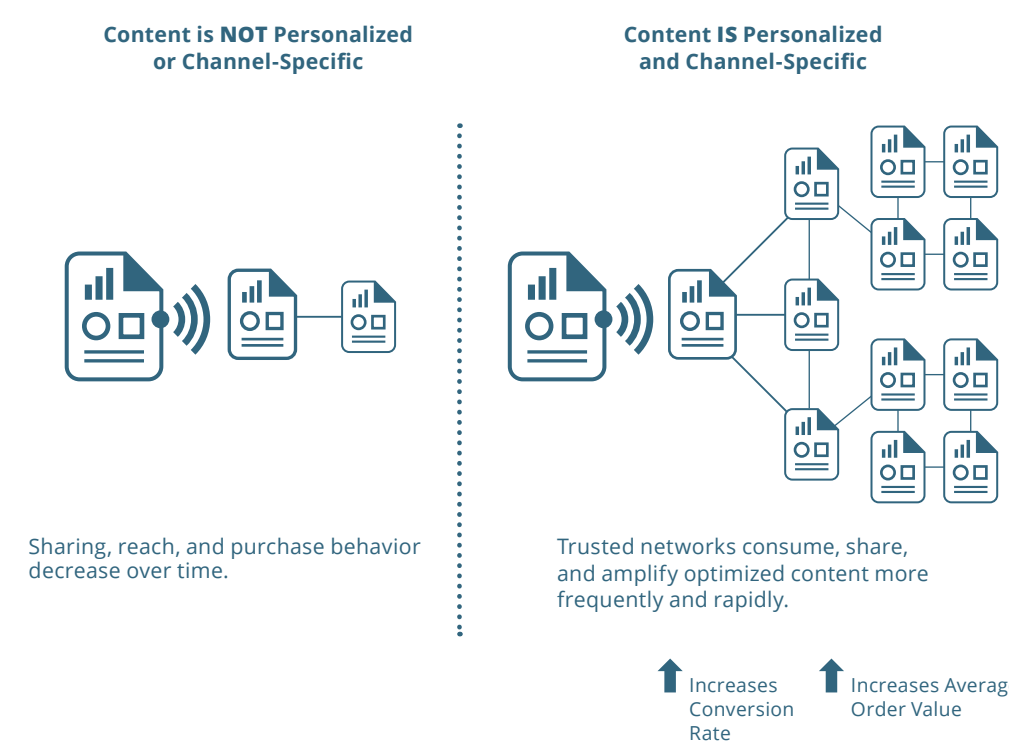
Company Type: Global financial services leader.

Scenario: Large retail brand activating online, offline, and in-store marketing initiatives.

Grow Revenue

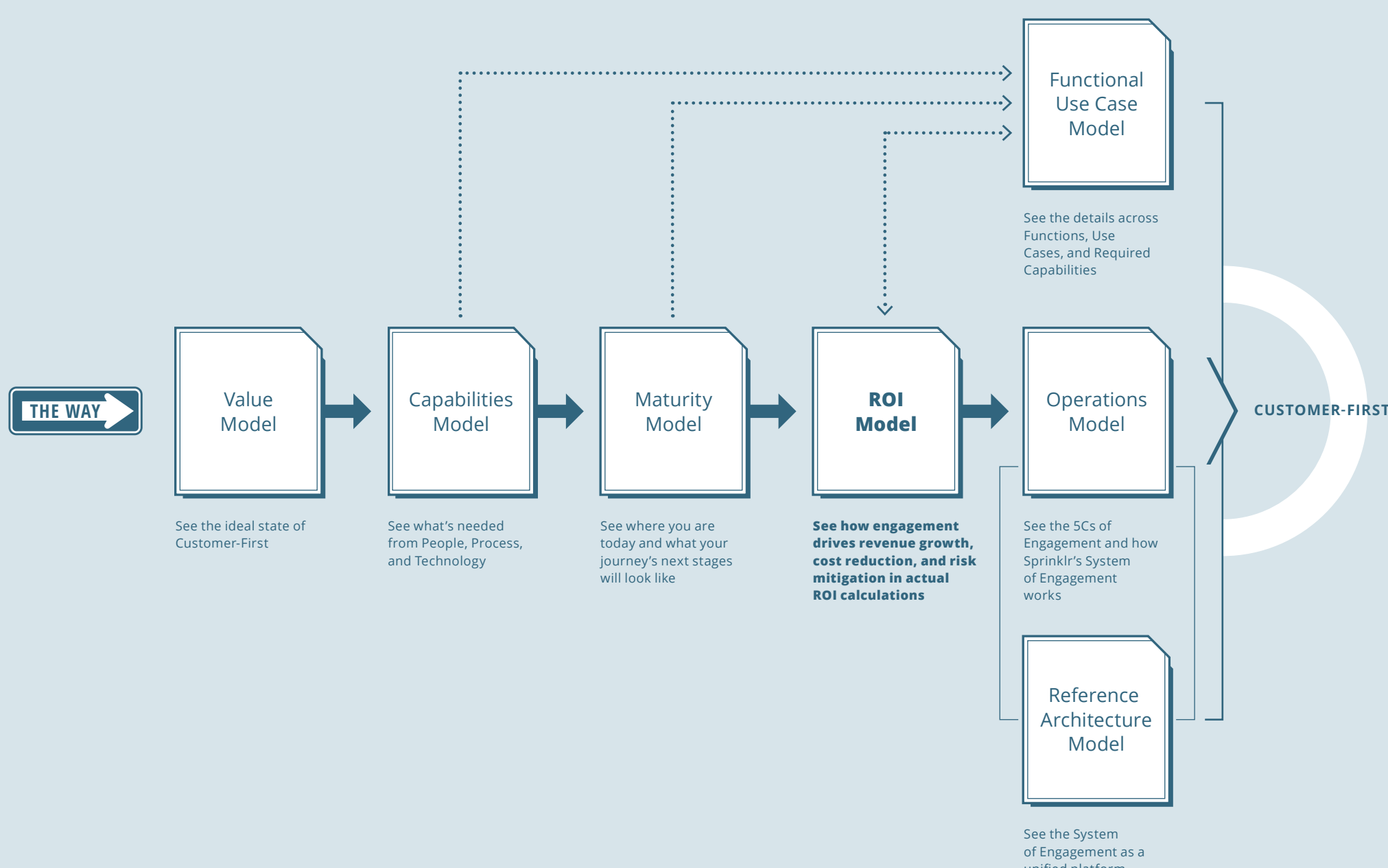
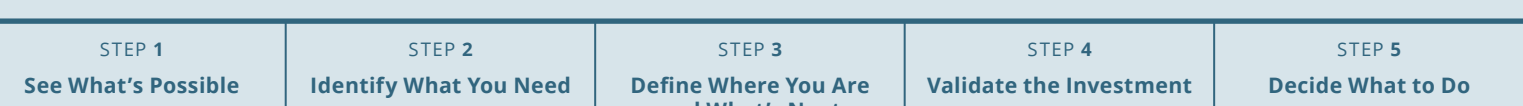
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Strategic Use Case: IMPROVE SOCIAL CONTENT to Ensure All Content is Personalized, Channel-Specific, and Shared



Potential ROI:
\$4.68 return for every \$1 invested

Your Journey to Digital Customer-First



ROI Model

