

HOW YOU CONNECT PEOPLE

The 5Cs and The System of Engagement

CONVERSATION | COMMUNITY | COLLABORATION | CAMPAIGN | CONTENT

The 5Cs drive the System of Engagement as a unified workflow. At any one time, one or more of the C's becomes primary, which is depicted in each of the five-circle sections.

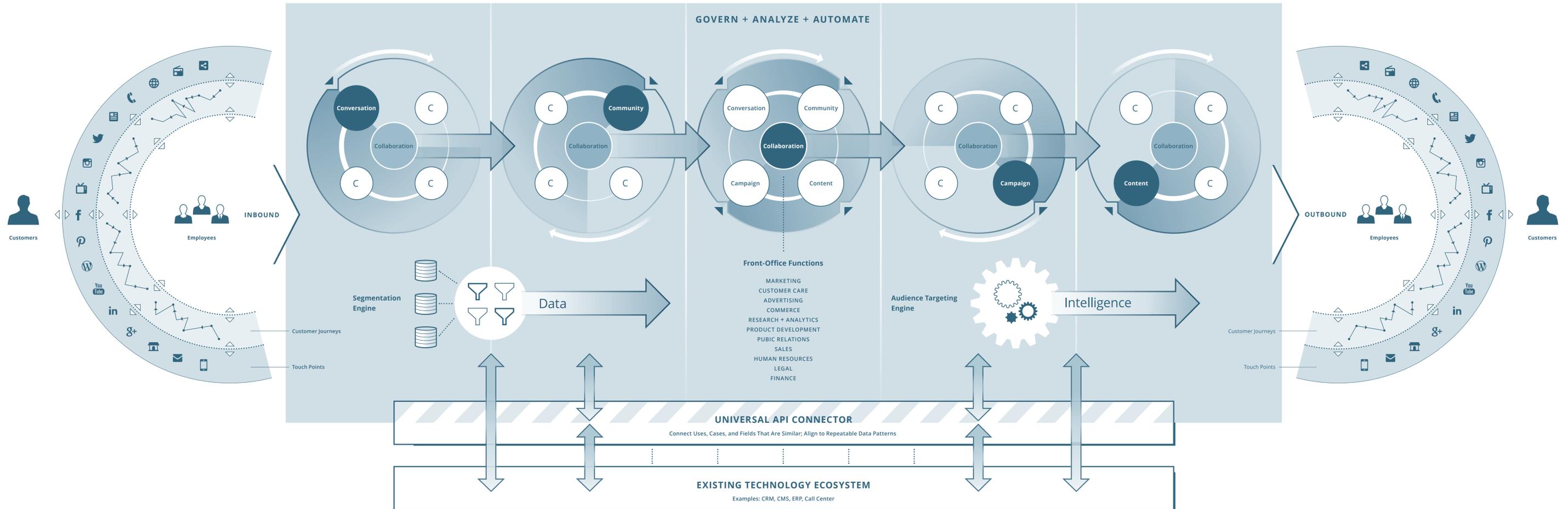
It starts with a Conversation — posts captured from social channels and across the digital Web via social listening and moderation. This information is parsed and analyzed so that the brand understands who's talking and what they're saying.

Community Management, in concert with the Segmentation Engine, enables the brand to identify and create profiles of like-minded cohorts. Community also enables the brand to nurture branded environments where affinity groups share information and experiences.

Collaboration is the operational core of the System of Engagement; it enables workflow between each of the 5Cs and it integrates with each of the brand's core front-office functions, depicted at the center section of the visual. By this time, the Audience Targeting Engine is beginning to turn data into usable, actionable intelligence for every customer-facing team.

Campaign Management enables teams across the organization and within agencies to create, ideate, share, and modify omni-channel marketing and other customer engagement programs. Campaigns are then linked to Content Management for go-to-market execution, performance analysis, and optimization.

Content is a single workspace that enables the brand to plan, create, publish, store, analyze, and optimize content. This workflow links Content to the Audience Targeting Engine to execute smarter, faster, more relevant customer interactions, regardless of channel.



HOW YOU CONNECT SYSTEMS

Conversation Management

Routinely capture and process any and all inbound brand, product, service, or other relevant mentions from all social channels and across the Web.

- Identify, filter, and analyze relevant conversation across the Web around brand, products, locations, topics, languages, competitors, press, influencers, and more.
- Understand the sentiment around the brand and create the community engagement strategy to manage it.
- Track irregularities or spikes in conversations and develop crisis management plans to address those.
- Create a strategic plan based on listening insights such as prioritizing the most engaged communities, the most relevant, or the most sensitive topics.
- Establish the workflow of routing relevant messages to the appropriate teams, incorporating governance structure into the workflow.
- Prevent potential fraud issues through the use of the right listening queues.
- Issue regular competitive benchmarking report to executives.
- Establish command centers across the company with custom dashboard available to executives, functional teams, and agencies.

Community Management

Identify like-minded cohorts and construct and nurture branded (or non-branded) social environments where these distinct affinity groups share information and experiences.

- Grow and manage communities effectively: schedule, deploy, and analyze targeted messages across channels.
- Deeply understand, support, and activate social audiences, and deliver rich onsite experiences.
- Tailor conversations to a specific community based on real-time insights.
- Resolve customer inquiries in a manner consistent with your SLA requirements.
- Identify and activate the most engaged advocates/influencers/loyal customers.
- Strengthen your content strategy by capitalizing on the real-time trends and discussions.
- Create a 360-degree view of the community members by tying social data with CRM data, loyalty program data, etc.
- Establish unified and accurate reporting across all communities and conversations.
- Increase effectiveness of your social selling and lead generation program by identifying and engaging prospects.

Collaboration Management

Enable distinct business units, regions, and functional areas to accelerate and streamline cross-functional workflow, share access to data and insights, adhere to critical governance protocols (through a rules engine), and automate routine processes.

- Plan and collaborate effectively across your teams, geographies, and agency partners.
- Govern on-brand content through approval workflows and rules.
- Make data and social activity insights visible across distributed teams and business units.
- Bridge internal silos by creating and integrating processes for sharing best practices.
- Reduce cost of producing duplicate content, campaigns, and insights.
- Respond, engage and support community in a timely manner.
- Create cross-teams dashboards to enhance ability of multiple internal teams to engage with the same communities (customers, influencers, analysts, employees, prospects, press, etc.).
- Increase effectiveness of social campaign efforts across the company through aligned processes, unified infrastructure, and cross-team collaboration.

Campaign Management

Plan, fine-tune, and optimize omni-channel marketing and other customer-facing initiatives across teams, divisions, and agencies in real-time from a single workspace.

- Manage global campaigns cohesively and optimize social and advertising budgets.
- Create global campaign calendar available to all relevant stakeholders.
- Track and analyze the effectiveness of activities across all social efforts.
- Gain holistic and detailed insight on all brand social activities, and benchmark performance against competitors.
- Unify your social, marketing, and sales teams for more effective lead generation and nurturing campaigns.
- A/B test various initiatives and adjust strategy accordingly.
- Link online and offline activities.
- Create nimble paid, owned and earned media strategy that amplifies only the most relevant community-specific conversations.
- Reduce manual processes and improve the speed of information sharing.

Content Management

Streamline content production, planning, sharing, design, reviews, approvals, performance tracking, and publishing in a single, integrated workspace.

- Rapidly create and distribute on-brand, community relevant, and timely content.
- Centralize guidelines and briefs to communicate standards.
- Create global editorial calendar that is agile and responsive to changes in real-time conversations.
- Repurpose best-performing content across geographies and locations.
- Gain inspiration from real-time trends, news, listening insights, and other content sources.
- Effectively source internal, third-party, or approved user-generated (UGC) assets.
- Govern on-brand content through approval workflows and rules.
- Develop reusable templates for campaign tasks and assignments.

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:

<p>Aligns Stakeholders</p> <p>Functional teams are not aligned to the same strategic plan.</p> <p>Team leads are working together cross-functionally but need to align partners and agencies to the strategic program.</p> <p>Social team does not have a plan to scale engagement across the organization.</p>	<p>Accelerates Activity</p> <p>Senior executives have initiated a digital transformation program but it is not moving fast enough.</p> <p>Cross-functional customer experience strategies are taking more time to execute than senior executives originally planned.</p> <p>Digital transformation strategies are in motion but the organization is struggling to map the competencies and capabilities required to get there.</p>	<p>Creates Strategic Value</p> <p>Executives are unaware of and/or skeptical that engagement can drive revenue, reduce cost, or reduce risk.</p> <p>Executives want to become Customer-First but do not have a plan to get there.</p> <p>Capturing the ROI of engagement has not been successful to-date.</p>
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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 5Cs
7	HOW Deep Dive	Reference Architecture Model	Making Engagement Happen — A Unified Design

How to Use the Operations Model

What It Is

Sprinklr clients frequently ask, "How does Sprinklr work—how do we make it happen?"

Here's the answer: brands must MASTER five critical elements of engagement management — we call them The 5Cs:

- Conversation
- Community
- Collaboration
- Campaign
- Content

The Operations Model is an illustration that depicts how The 5Cs become operationalized within and by the Sprinklr System of Engagement platform.

How It Helps

It defines what The 5Cs are and how they work together to process customer engagement along the customer journey.

Brands can use The Operations Model to inform and build tactical plans for infrastructure, workflow, and teams.

Brands understand how their existing technology ecosystem integrates with the Sprinklr platform.



Step-by-Step Guide:

Step 1:

Structure

The top section is an infographic depicting how the 5Cs work within Sprinklr's System of Engagement platform.

The bottom section is where we've defined each of the 5Cs and provided details on capabilities and outcomes they deliver.

Step 2:

The Infographic

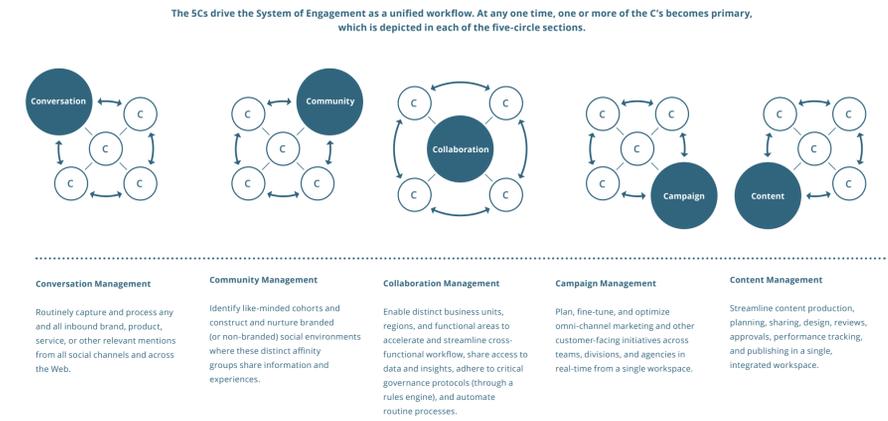
First, review each of the 5Cs at the bottom of the Model to understand what they are and the capabilities they represent.

The core section of the illustration — everything within the large, dark-tinted box — is called Sprinklr's System of Engagement.

All Sprinklr features / functions / modules are encapsulated within the System of Engagement — they are embedded into the 5Cs and are what make the 5Cs work.

Further, the System of Engagement includes Governance, Automation, and Analytics — these critical capabilities and systems enable and are enabled by the entire system.

Read the text sections associated with each stage of the story, starting with the section over the first cluster of C's where Conversation Management is the most prominent 'C' in the system of 5Cs.



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The story continues through all the text sections and explains how everything works together — here it is for your reference:

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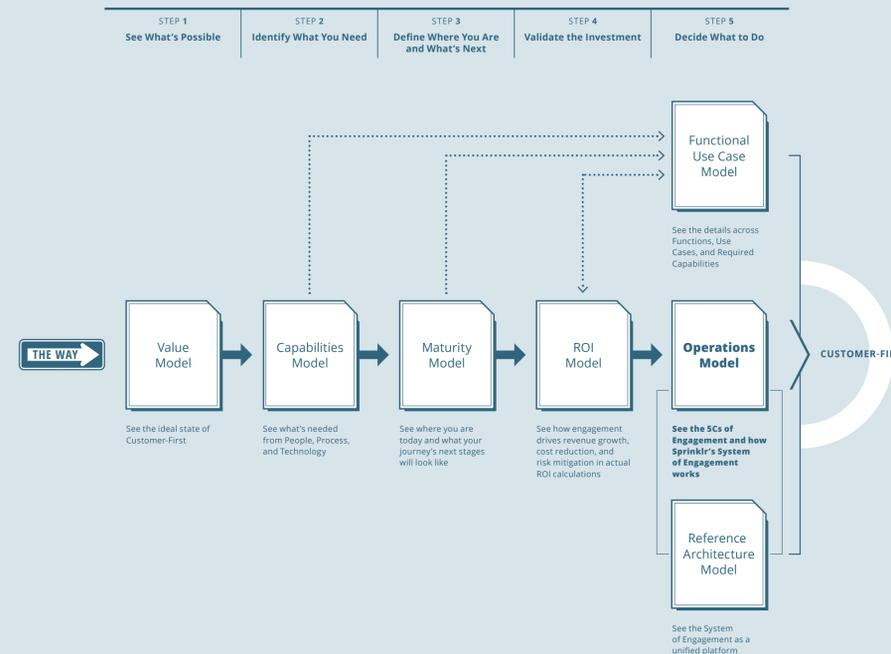
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Campaign Management is how the brand touches people — this workflow links Content and the Audience Targeting Engine to execute smarter, faster, more relevant customer interactions, regardless of channel.

Content is a workspace that enables the brand to plan and execute all of the key functions associated with creating, distributing, publishing, storing, analyzing, and optimizing content cross-functionally and in real-time in a unified environment.

Your Journey to Digital Customer-First



Operations Model

