Executive Overview

- https://www.sprinklr.com/

- HQ: New York City

- NYSE: CXM – 700 M and growing

- Cloud Platform – AWS, MSFT + Google

- 4K Employees 84 of the worlds 100 most valuable brands use Sprinklr

Product & Service Offerings

- Sprinklr **Service**: the first purpose-built CCaaS platform that scales customer service across 30+ digital and traditional channels, using AI, automation, and self-service to deliver the most complete customer and agent experience.

- Sprinklr **Insights**: Sprinklr Insights is how leading brands become customer-centric — by turning customer data into actionable insights and new business opportunities at scale.

- Sprinklr **Social**: With Sprinklr Social, you can deliver a positive experience that's true to your brand - across 34 channels, no matter where your customers are digitally - from a single, unified platform.

- Sprinklr **Marketing**: Sprinklr Marketing integrates every stage of the marketing lifecycle into a seamless experience on a single, unified platform, helping teams to produce high-quality assets faster across all digital channels.

Key Features & Differentiators

Scales customer service across 30+ digital and traditional channels — including voice — with self-service systems, AI bots, and one Sprinklr bots are versed in 100+ languages and can handle context & language switches + customization by vertical Sprinklr is built on a single code base means a single source of truth for your data – allowing for scalable personalized customer experience across the organization. unified view of the customer.

Top Industries Served

- Other

Ideal Customer Profile

Companies that put customers first Simple or complex (modular) 50+ Agent Seats (or a ton more) "Don't want to touch voice, need to support customers on new channels" Requirement to integrate to CRM Cloud Friendly

Qualifying & Technical Questions

1. Tell me how you ensure your agents are on-boarded quickly and become productive on day 1?
   How do you ensure your new onboarded agents are not limited by knowledge gaps and maintain a consistent brand voice?

2.
3. Tell me how you ensure your agents can work across different channels?
4. Tell me how you ensure your agents are able to work alongside a conversational Bot?
5. Tell me how you ensure your customer service operations can scale across new channels and languages?
6. Describe for me how much deflection you are able to achieve from high cost channels to digital markets?