



**The future-proof guide
for unifying all
customer experiences.**



What if you found a way to better orchestrate “not just reactive care interactions but also proactive care that blurs the boundaries between service, marketing and sales?”

Accenture
“Unified tech: Hero of proactive customer care”



When asked to compare the onerousness of using their software with other less-than-pleasant activities such as arguing with significant others....or even cleaning the toilet...66% preferred any of those activities over using their front office systems.

Harvard Business Review
“Do you have the right software for your Digital Transformation”



Sprinklr leads by unifying marketing and sales activities on one platform....Sprinklr is an ideal fit for companies with large globally distributed sales forces.

The Forrester Wave™:
Sales Social Engagements Solutions, Q1 2021

You’ve heard your customers loud and clear: They expect one voice, one experience from your brand.

But for big businesses like yours, there's a big problem:

Silos. Unconnected teams, tools, data and customer experiences. The rise of modern channels, exponential increase in consumer data, and increased expectations are making point solution chaos untenable.

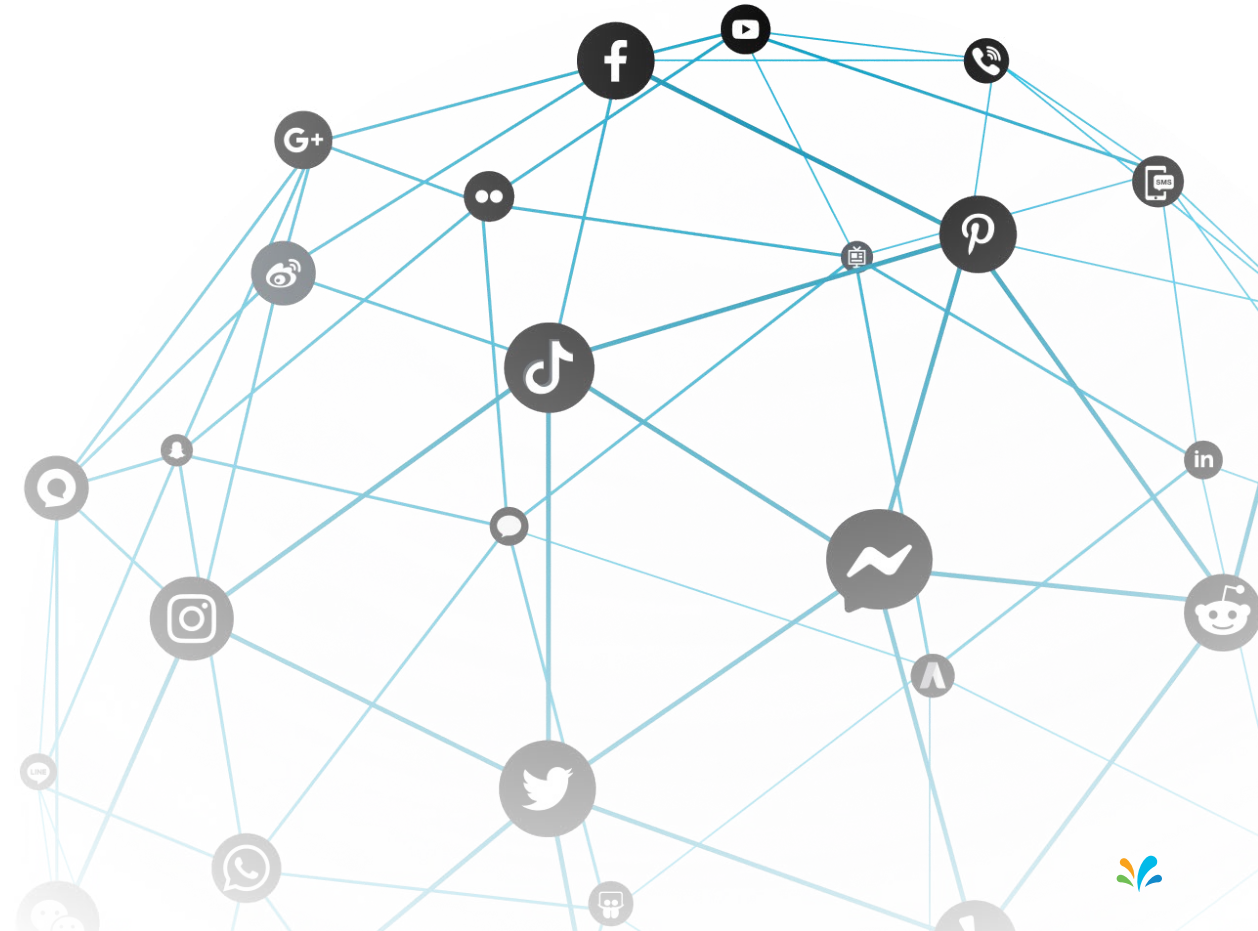
What if ... there were a new path, a way back to building human relationships? A way forward to doing it at scale? There is, here and now. We call it **unified customer experience management**. We bring experiences together -- for every customer, every time, across any modern channel.

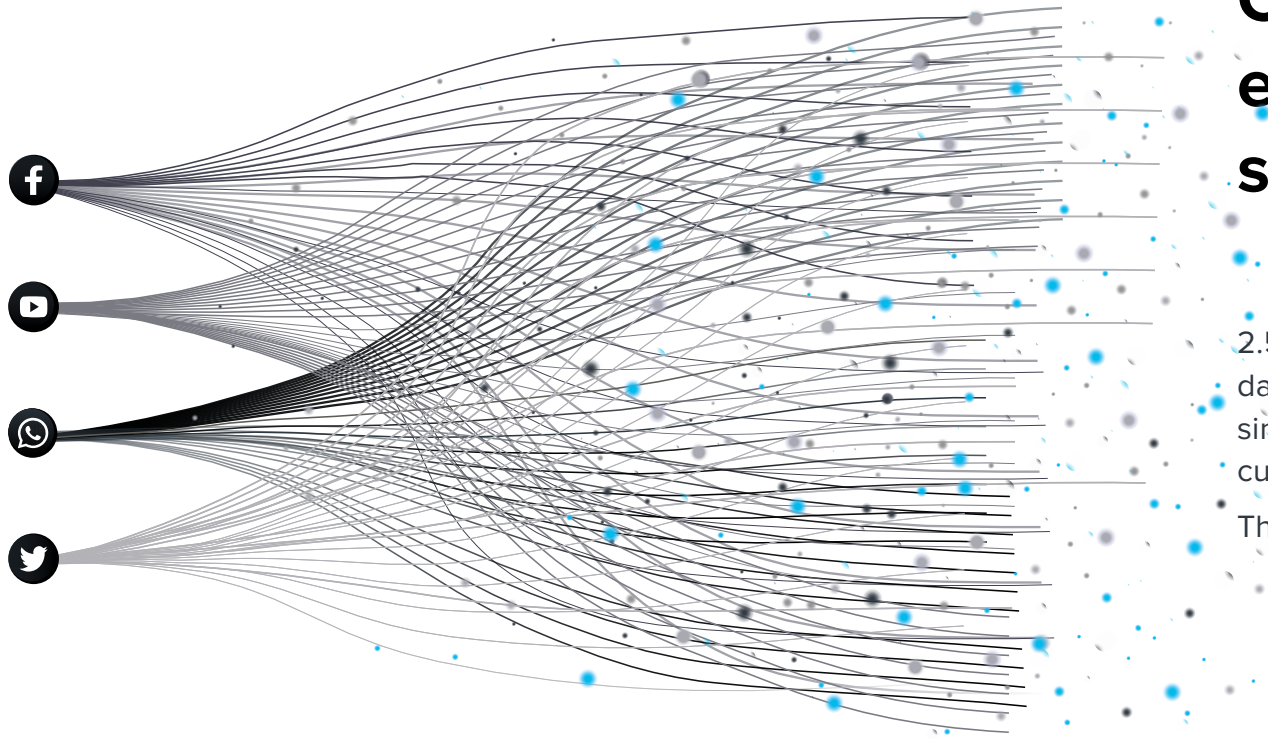
On one unified, AI-powered platform. Unified-CXM.

The way the world communicates has changed. Customer data has grown exponentially. But, big brands have a big problem.

Traditional systems can't keep up.

The rise of modern digital and social channels has transformed the customer journey — creating an infinitely more interactive, immediate, and personalized path. But the world's largest companies have struggled to adapt to this new reality.





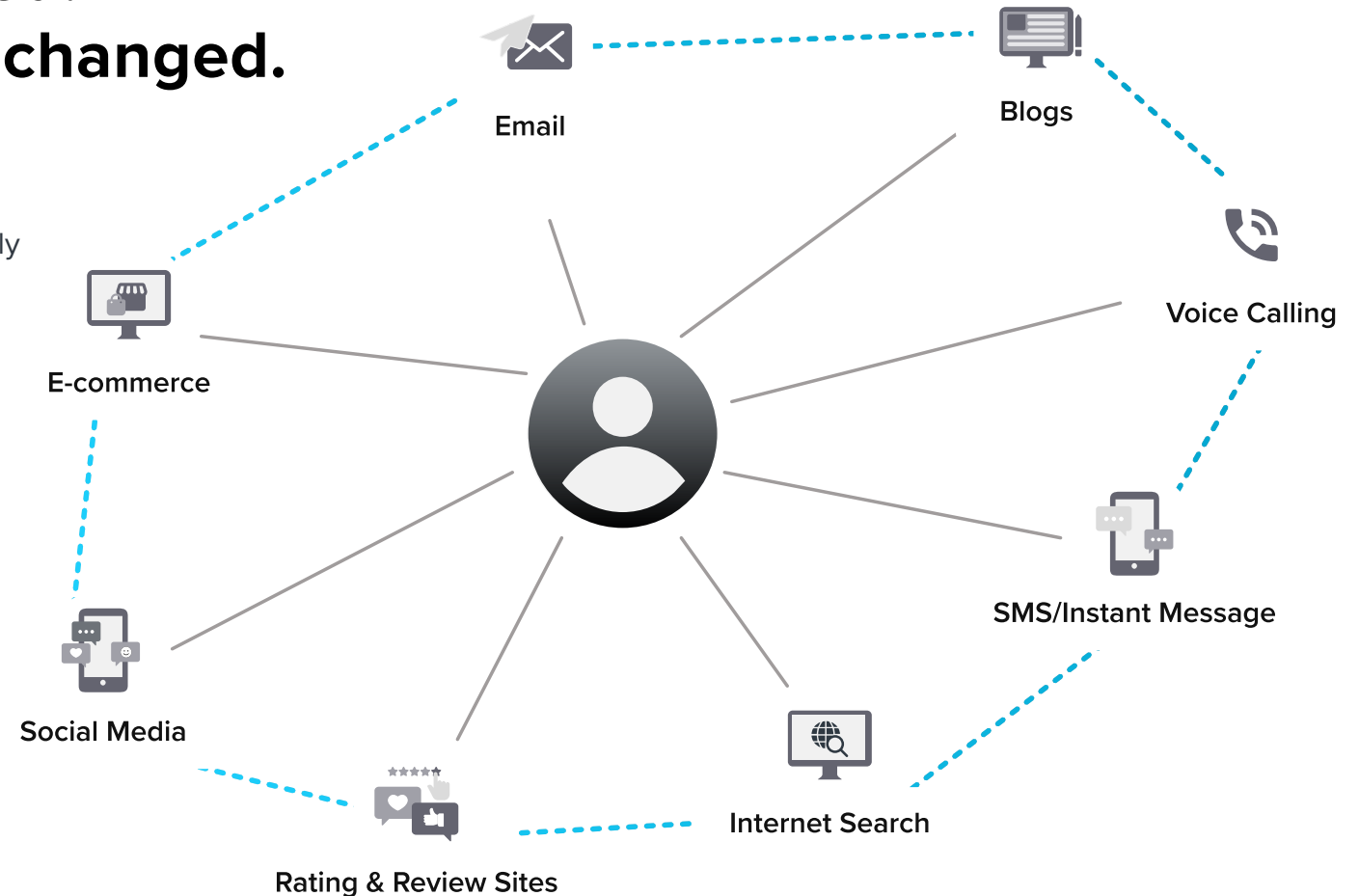
Customer data has grown exponentially. And traditional systems can't keep up.

2.5 quintillion bytes of unstructured consumer data are created each day on channels that brands don't own, and can never control. And since point solutions don't work together, they can't support seamless customer experiences.

The result: **chaos.**

Customers are now connected. And their expectations have changed.

Consumers now expect a brand experience that flows seamlessly from one channel to the next. One that understands their connections, and delivers instant, personalized attention.



There is a better path forward.
And it starts right here:
unified customer experience management.

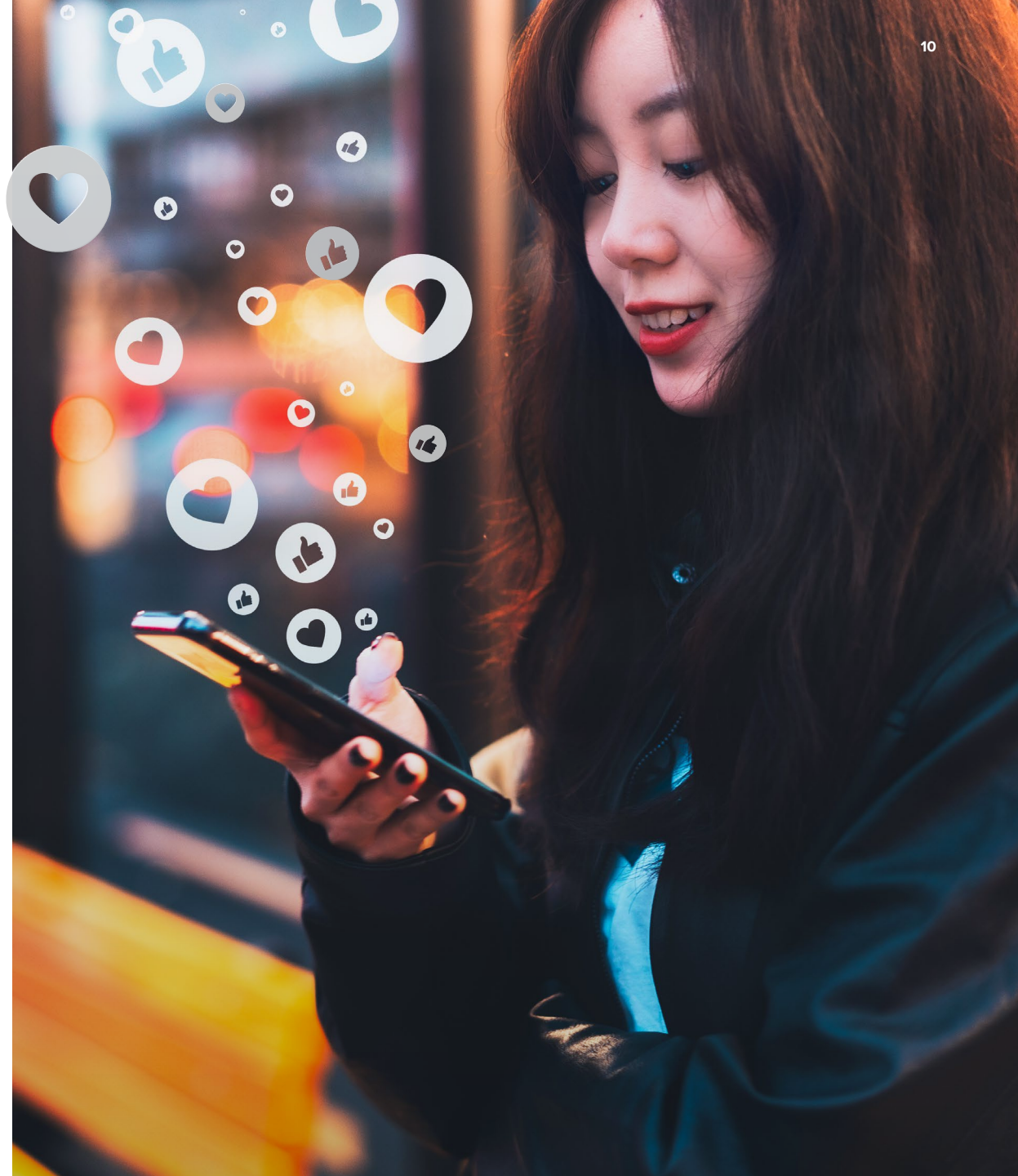
Unified-CXM

STAGE ONE

The future of business is customer-centric.

Consumers now engage with brands 24/7 across a broad spectrum of channels, generating oceans of unstructured data that reveal essential insights into their motivations and expectations.

This shift demands an evolution in how brands engage with customers — spotlighting the need for personalized experiences that put the consumer at the heart of every conversation, rather than the brand or product. Customer-centric companies will win in every industry.



Hola, can you help me?

I have a problem with my computer when I open apps

it locks up

and the battery feels hot

Sure, I can help. It sounds like you have a problem with your computer locking up and a battery issue. Would you like me to start with the computer issue first?

Laptop Support Assistant

STAGE TWO

Be present. Be engaged. Be everywhere.

Wherever your customers may be - live in stores, online on your site, or engaged in conversations about your brand, products, or competitors on 35+ digital channels - they expect you to be listening and ready to act.

What's more, if they shift from one channel to another, they expect continuity. A patchwork of siloed point solutions can't do that. But Unified-CXM instantly adapts to whatever channels they use, both now and in the future, so that you're always engaged — and always prepared to make your customers happier.



STAGE THREE

AI finds needles in haystacks by spotlighting customer intent.

Gathering data from individual channels isn't enough. The key is extracting meaningful information across all channels, and transforming it into actionable insights your team can use to engage effectively with customers.

Artificial intelligence is the answer. Unified-CXM powered by AI pulls in petabytes of structured and unstructured data from customers — across different platforms, markets, and languages. Then it actively interprets it all, finding needles in haystacks to ensure that your business can recognize and understand every signal of customer intent.





STAGE FOUR

Bringing teams together helps your customers.

Unified-CXM is a single-platform strategy that connects your company's brain with its body, enabling all customer-facing teams to collaborate and take action in sync.

It starts with research: AI stitches together patterns to generate insights that help brands innovate and take action quickly. It follows with care, bringing customer service into the digital age by diverting simple questions to AI-powered chatbots; routing conversations that need a human touch to the right team at the right time; and empowering those teams with the resources to resolve issues faster.

Unified-CXM also learns where and how to deliver personalized messages to customers, so your marketing and advertising works more efficiently and effectively. Finally, it connects everything to sales — so your teams can capitalize on every opportunity, and your customers can get the products they want.

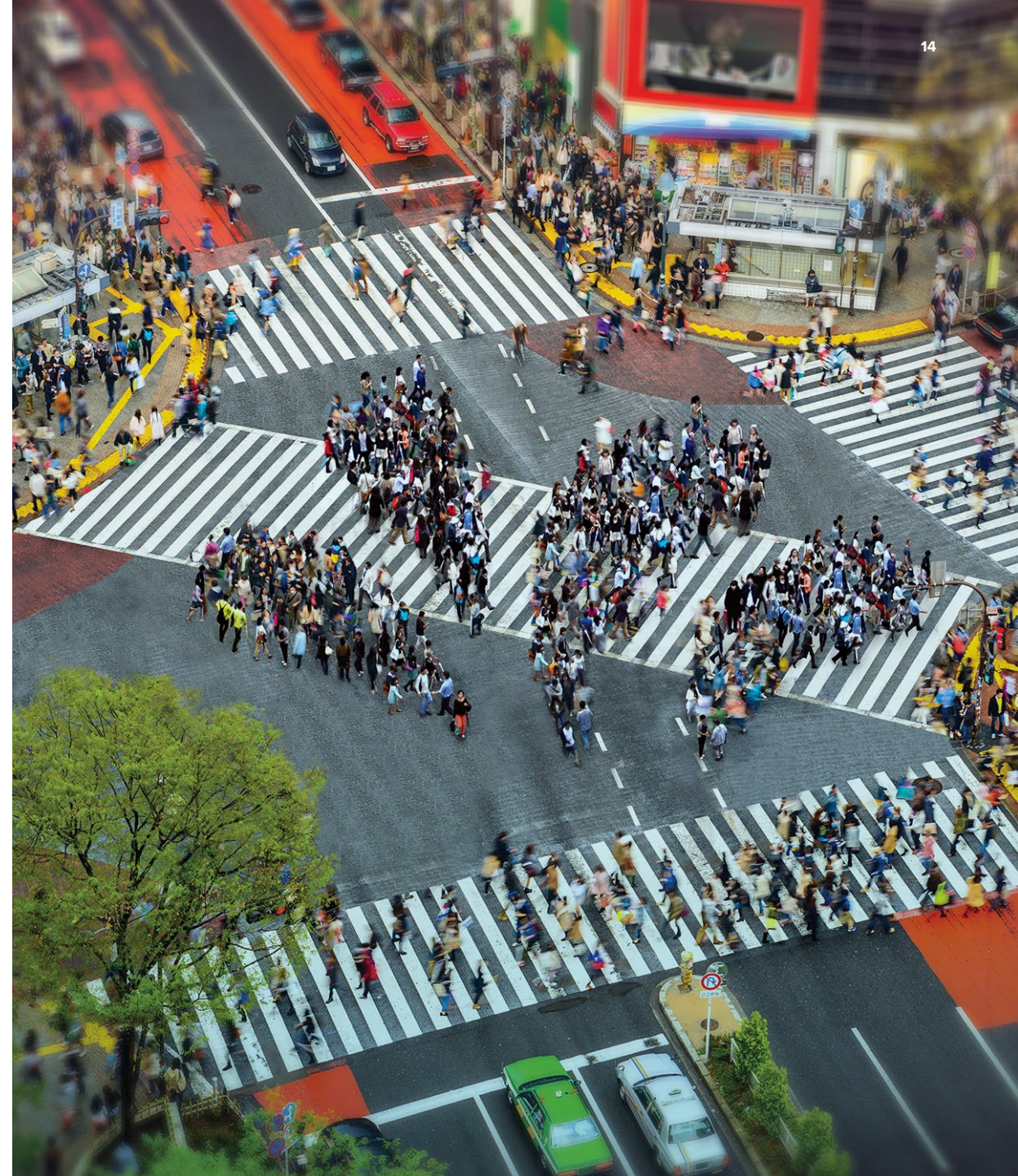


STAGE FIVE

Never stop looking for ways to improve.

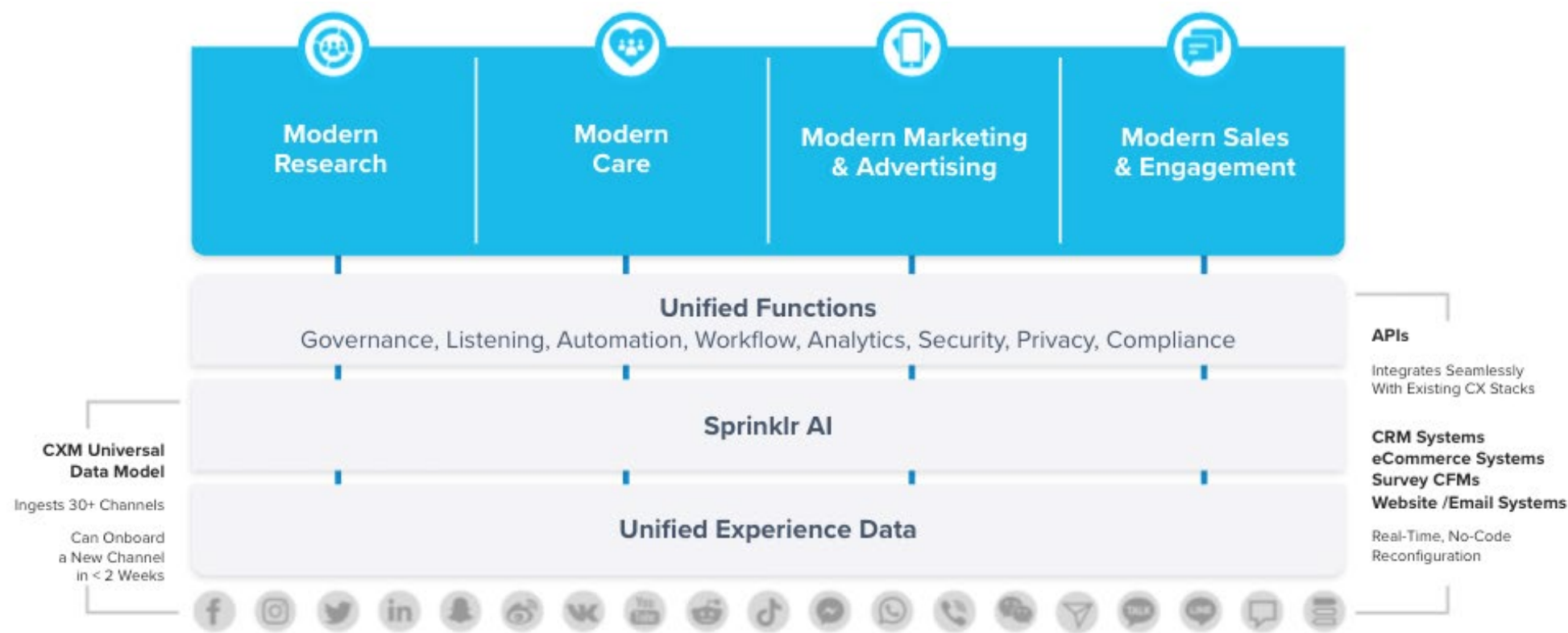
Unified-CXM helps brands understand customer signals by connecting data across channels and organizational silos. It seeks out and spotlights the ways customer experiences continue to evolve, and prepares your teams to meet next-generation customer needs with strategy, process, and collaboration.

At the same time, Unified-CXM delivers the metrics and analytics you need to measure performance and ROI. From revenue growth and cost containment to increased productivity, campaign optimization, and risk mitigation, Unified-CXM delivers a clear picture of how your organization is doing... and how it can do better.



Sprinklr is creating the only Unified-CXM platform.

Brands on the path to Unified-CXM will grow faster, lower costs, manage risk better, and win the loyalty of customers. And with the world’s first purpose-built Unified-CXM platform, Sprinklr is the only partner that can bring it all together.



SIEMENS

Siemens leverages Sprinklr as a global, omni-channel communication hub to reduce costs and drive efficiencies.

Challenge

The ever-increasing MarTech stack built out of point solutions poses numerous challenges to modern marketers. Keeping track of the never-ending email threads, project group chats, and spreadsheets takes up so much precious time in the day, and leaves very little time (if any) for creativity and innovation.

Solution

Siemens needed a solution that would allow its team to plan effectively, produce quickly, and continuously analyze insights to optimize performance. With Sprinklr Modern Marketing, Siemens reduces costs and executes high-performing campaigns across all modern channels. The team publishes to Wordpress, plans and ideates content for Podcasts, and manages/produces all of its social and paid content with enterprise-grade governance harmoniously within the Sprinklr platform.

Results



5,000 +
pieces of content created per month



50%
reduction in costs



1 x 1 = 3
Multiplier effect Modern Marketing
+ Modern Advertising

SAMSUNG

Samsung grows its business by consolidating all point solutions into one, unified platform.

Challenge

Samsung faced a growing number of channels supported in silos, too many disconnected systems in place, and limited ability to embrace innovative use cases that require a unified platform

Solution

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Results

**15+**

tools consolidated into Sprinklr



significant savings from Sprinklr AI, CRM integration, and internal collaboration in one system

Want to be a Unifier (not a divider) of your customer experiences?

Want to do it with the creators and builders of the best customer-experience platform in the world?

Of course you do. Let's get to it.

TEST-DRIVE OUR UNIFIED PLATFORM

The first and only Unified-CXM platform for every customer-facing function.

