Sprinklr Unified-CXM Platform

The world's first Unified Front Office for Modern Channels.

Why Sprinklr?

- **Integrated Social Listening & Engagement**

Don't miss an opportunity to engage with your customers on all modern social and messaging channels by leveraging integrated listening

- **Amplify Organic Social Reach**

Amplify your earned media organic reach by getting your customers, employees, and influencers to generate content for you with UGC, advocacy, and influencer tools.

- **Reduce Brand Risk**

Lower the risk of off-brand engagement with a global compliance framework for approvals, governance rules, smart replies and moderation processes

- **AI-Powered Social Insights**

Create more impactful content by leveraging AI-powered insights which analyze what your customers, prospects, and competitors are saying

Product overview

As the first platform purpose-built for unified customer experience management (Unified-CXM) and trusted by the enterprise, Sprinklr's industry-leading AI and powerful Care, Marketing, Research, and Engagement solutions enable the world's top brands to learn about their customers, understand the marketplace, and reach, engage, and serve customers on all channels to drive business growth.

Product features

Modern Marketing

Sprinklr's platform offers integrated real-time AI-driven listening as well as reporting and benchmarking insights on content.

- This enables the reuse of top-performing content across channels, markets and business units.
- Enables the end-customer to leverage user-generated content, Advocacy and Influencer feedback for greater effectiveness.

Modern Engagement

Sprinklr enables the customer to engage on all public digital conversations with integrated listening representing complete coverage of modern channels.

- This includes 34 social and messaging channels including Facebook, Twitter, LinkedIn, Instagram and many others.

How it works

Sprinklr handles unstructured and structured data on a massive scale, ingesting petabytes of data and capturing over 500 million conversations across both public channels and our customers' private networks, spanning text, images, video, audio, and time series data.

Then we transform this raw data into actionable insights for your brand: analyzing it to make 10 billion AI predictions every day, tracking over 35,000 brands and influencers, handling over 15 million monthly customer cases, and managing over 2 billion profiles across all digital channels.
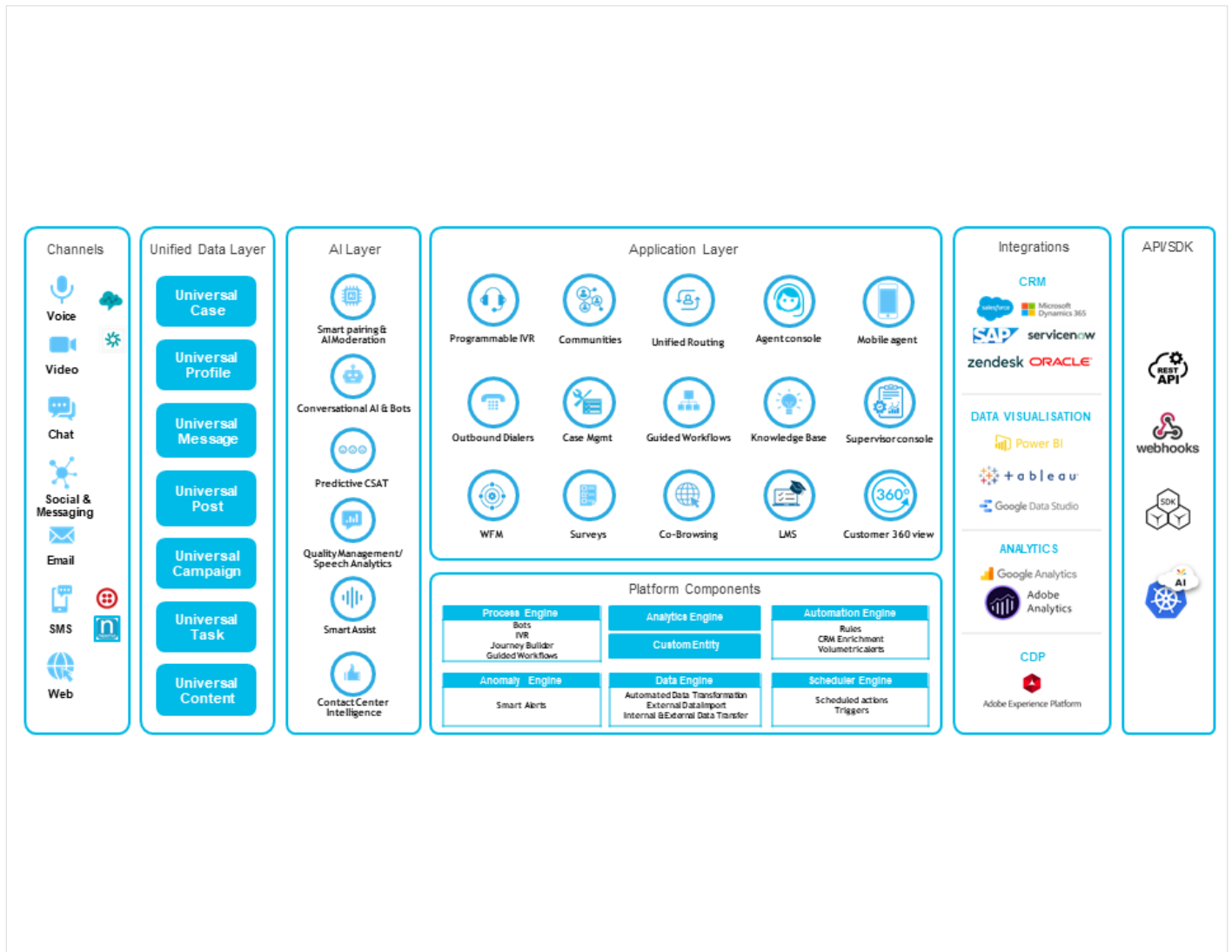
Differentiators

- Sprinklr is the world's only unified SAAS platform for end-to-end customer experience.
- As a leader in all 4 Forrester social quadrants, Sprinklr is uniquely positioned to give you the best of both worlds — the advantages of a unified platform and the best point solutions in each Front Office category.

What our customers are saying

❝ *Sprinklr was the only platform robust enough to serve our needs as a global organization and innovative enough to keep up with our aspirations for social.* ❞

- Americo Silva, Global Head of Digital and Social Media, Shell

Data Points

35,000+
Brands and influencers tracked

1250+
AI models for rapid deployment

100+
Languages supported

10 billion
Daily AI predictions

Solution available in [AWS Marketplace](#)