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# ISG Research Report Names Sprinklr an Exemplary Vendor in Contact Center Software

*According to ISG's Contact Center Advanced Buyers Guide, Sprinklr is a Leader in the Capability category*

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced its recognition as an [Exemplary Vendor by The ISG Buyers Guides™ for Contact Center Advanced](#), produced by ISG Software Research (formerly Ventana Research). The ISG Buyers Guide™ is the distillation of over a year of market and product research efforts. It is an assessment of how well software providers' offerings address enterprises' requirements for advanced contact center software.

The analysis ranks Sprinklr as a leader in the Capability category, and highlights Sprinklr's best grouped results in customer experience. The report also cites strong results for Sprinklr in product experience and adaptability with the out-of-the-box application integrations that Sprinklr offers.

In this Buyers Guide, ISG Software Research evaluates 34 software providers in seven key categories that are weighted to reflect buyers' needs. Five are product experience related: Adaptability, Capability, Manageability, Reliability, and Usability. And two categories are focused on the customer experience: Validation and Total Cost of Ownership/Return on Investment (TCO/ROI).

"Many enterprises are bypassing traditional call handling in favor of sophisticated contact center applications that meet customers in the channel of their choice," **said Keith Dawson, Director of Research, Customer Experience, ISG Software Research.** "Sprinklr meets the needs of enterprises that want to replace their traditional call center systems and are taking the opportunity to evaluate newer, more advanced platforms whose routing decisions are based on customer experience factors, rather than network conditions."

"Customer service is essential for every large enterprise brand, but real transformation requires innovation. This recognition highlights our unique strengths in AI and data analytics which empowers companies to improve their agent and customer experiences," **said Sprinklr Founder and Co-CEO, Ragy Thomas.** "Our vision extends beyond social media and digital engagement, offering a unified front-office solution that enables companies to deliver exceptional customer service at scale."

[Sprinklr Service](#) provides the next generation of customer service with a digital-first approach and enterprise-scale voice support. Sprinklr helps customers redefine customer service with AI and unifies voice, digital, and social channels on a single platform.

## **Additional Information:**

- Read the [ISG Buyers Guides™ for Contact Center Advanced](#).
- Learn more about [Sprinklr Service](#).
- Check out more analyst reports, [here](#).

## **About Sprinklr**

[Sprinklr](#) is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,800 valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 60% of the Fortune 100. Sprinklr's value to the enterprise is simple: We un-silo teams to make customers happier.

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## **Press**

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