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Sprinklr Unveils AI-Powered Innovations Designed to Help Brands Transform Customer Experiences

New and enhanced capabilities within the company's AI-native product suites – Sprinklr Social, Sprinklr Marketing, Sprinklr Insights, and Sprinklr Service – empower brands to reimagine extraordinary experiences across the customer journey.

- *Sprinklr Copilot – the always-on companion delivering real-time, AI-powered conversational assistance across the entire Sprinklr Platform*
- *Sprinklr AI Agents – Purpose-built AI Agents that deliver extraordinary customer experiences at enterprise scale*
- *Sprinklr Customer Feedback Management – Enhanced capabilities to modernize and simplify feedback management with an AI-native, no-code approach*

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the definitive, AI-native platform for unified customer experience management (Unified-CXM), today announced the launch of next-generation AI capabilities and solutions, including Sprinklr Copilot and Sprinklr AI Agents, and enhanced capabilities for Sprinklr Customer Feedback Management (CFM).

The Customer Experience Revolution Demands AI-Native Solutions

Hyper-connected customers have changed the rules of engagement. Customers control when, where, and how they interact with brands. They expect personalized, instant experiences across every touchpoint. Meanwhile, employees struggle with fragmented tools, disconnected data, and legacy systems that cannot keep pace.

“Today’s customers are in the driver’s seat — they expect brands to meet them where they are, with context, speed, and insight,” **said Rory Read, President and CEO at Sprinklr.** “Our platform is built to help brands lead in this new era of engagement, connecting with their audiences in a bold, differentiated way.”

Legacy platforms with retrofitted AI simply cannot bridge this gap. Enterprises need AI-native solutions that reimagine how brands and customers connect by embedding AI into the architecture of customer experience.

Sprinklr is meeting this moment with intelligent, domain-specific AI that augments human teams and unlocks intelligent collaboration. The innovations announced this week are designed to unify data, teams, and tools on a single platform, elevate operational efficiency through intelligent human-AI collaboration, and help transform customer experiences into revenue-accelerating, loyalty-building moments.

AI-Native Architecture Purpose-Built to Reimagine Extraordinary CX

Next-generation AI from Sprinklr is transforming customer experience by solving long-standing challenges around collaboration, intelligence, and automation, based on more than a decade of hands-on expertise. Rather than stitching together point solutions, Sprinklr's unified architecture integrates domain-specific and general-purpose AI across every CX function. Sprinklr customers can deploy, scale, and optimize AI-driven experiences from one platform.

These innovations will be highlighted this week at ***CXUnifiers 2025***, Sprinklr's flagship event and exclusive gathering of the world's most forward-thinking marketing, service, and insights leaders. At CXUnifiers, Sprinklr will demonstrate how its platform is helping global brands reimagine engagement, move past AI hype, and unlock the full potential of AI-powered experiences. Sprinklr will highlight new solutions and capabilities this week, including:

- **Sprinklr Copilot:** Sprinklr Copilot is an always-on companion for customer facing teams, delivering real-time, AI-powered conversational assistance across all product suites:
    - Interact with dashboards conversationally: Surface insights instantly without manually parsing charts, widgets, or KPIs.
    - Ask simple questions like "tell me what failed last week" instead of navigating manual filters.
    - Proactively monitor critical systems and workflows: Receive real-time alerts when anomalies or spikes occur.
    - Empower agents with a fully configurable and customizable Copilot to improve First Contact Resolution and CSAT.
    - Help ensure transparency and trust: Every response is explainable and backed by clear citations.

- **Sprinklr AI Agents:** Build and deploy autonomous AI agents that enable decision-making, automate the drudgery of repetitive tasks, and drive engagement.
    - **Native Advantage:** Unlike external AI solutions, Sprinklr AI agents are built natively into the platform. Sprinklr AI Agents inherently understand the platform's data models, journey vocabulary, and embedded AI capabilities—enabling them to orchestrate customer experiences that are more personalized, efficient, and context-aware than is possible with an external agent.
    - **Scale Confidently:** Sprinklr AI Agents get smarter with every interaction. Reduce handoffs and improve containment with AI agents that escalate when needed and self-train from human interactions
    - **Retain context across channels:** Sprinklr AI Agents can seamlessly switch across voice, chat, email, and social without customers needing to repeat themselves.
    - **Integrate Seamlessly:** Sprinklr AI Agents integrate seamlessly with the front-office workflows and business processes you are already managing with Sprinklr.
    - **Grounded in your business:** Sprinklr AI Agents are grounded in the business rules, enterprise data, and guardrails to minimize hallucinations and designed with governance and security in mind.

- **Customer Feedback Management (CFM):** Enhanced capabilities to help modernize and simplify customer feedback management with a unified, AI-native platform.
    - **AI in Survey Collection:** Adaptive AI surveys that personalize in real time —

asking fewer, smarter questions to drive higher response rates and richer insights.
- **AI in Data Analytics:** AI delivers automated insights and validates them against social data - breaking silos for better insights with more data and context.
- **AI in Closed-Loop Feedback:** AI that doesn't just detect issues but prescribes actions and empowers teams to better address feedback.
- **Unified Feedback Management:** One unified system of record and single source of truth connecting solicited and unsolicited feedback.

"Our AI isn't just a collection of generic tools — it's embedded natively across our unified platform, powering every suite with domain-aware intelligence refined over 10+ years," **said Sprinklr Chief Technology Officer Amitabh Misra.** "With AI Copilots and Agents that deploy in days, organizations can augment human teams — unlocking new levels of productivity and delivering real results rapidly, consistently, and with enterprise-grade safety and governance."

Unify. Elevate. Transform. To Drive Results that Matter

"We believe extraordinary experiences are built on a foundation that unifies, elevates, and transforms," **continued Read**. "By unifying data, teams, and tools, elevating human potential through intelligent AI collaboration, and transforming every interaction into a moment of impact, we're helping organizations unlock new levels of agility, accelerate growth, and deliver outcomes that matter — for customers, employees, and the business."

The innovations announced today are just a part of the Unified Customer Experience Management Platform Sprinklr will highlight this week with customers and CX leaders in Nashville. Sprinklr continues to lead the way in helping brands deliver extraordinary experiences in a digital-first world. Combining domain-specific AI with a unified platform approach, the company is setting a new standard for what's possible in customer engagement. To learn more, or schedule a demo, visit www.sprinklr.com.

About Sprinklr

Sprinklr is the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), empowering brands to deliver extraordinary experiences at scale — across every customer touchpoint.

By combining human intelligence with the enhancements and insights of artificial intelligence, Sprinklr helps brands earn trust and loyalty through personalized, seamless, and efficient customer interactions. Sprinklr's unified platform provides powerful solutions for every customer-facing team — spanning social media management, marketing, advertising, customer feedback, and omnichannel contact center management — enabling enterprises to unify data, break down silos, and act on real-time insights.

Today, 1,900+ enterprises — including Microsoft, P&G, Samsung, and 60% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

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