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Sprinklr Unveils Next Wave of AI-Native Customer Experience Innovation with Spring ’26 (26.4) Release

- As AI Agents autonomously resolve more customer issues and deliver measurable business outcomes, Sprinklr’s new autonomous evaluation capability provides transparent, test-backed, explainable validation — helping teams understand, trust, and continuously improve agent performance.
- AI+ Studio (a centralized, no-code workspace to build, manage, and scale GenAI agents and workflows) provides simple tools to test AI in bulk and monitor its behavior, giving teams clearer oversight and control.
- Marketing Copilot introduces deeper conversational automation and performance insights for social and paid teams.
- Powerful enhancements across Voice of the Customer, Marketing, and Customer Service—delivered through Sprinklr’s Unified-CXM Platform—transform how enterprises listen, learn, automate, and act at scale.

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the AI-native Unified Customer Experience Management (Unified-CXM) platform, today announced the **Spring ’26 Release (26.4)** — a major advancement in AI-powered insights, marketing automation, service intelligence, and platform governance. This release deepens Sprinklr’s AI leadership with new agentic and copilot capabilities, precision listening, governed automation, and a next-generation foundation for safe, scalable enterprise AI.

“With the Spring ’26 Release, we’re taking a major step forward in how enterprises drive outcomes with AI,” **said Karthik Suri, Chief Product and Corporate Strategy Officer at Sprinklr.** “As AI Agents resolve more customer issues autonomously, we’re giving teams the transparent, test-backed validation they need to trust and scale them. Paired with a more intuitive AI+ Studio and smarter copilots across the Sprinklr suite, these advancements help brands turn automation into measurable impact — and ultimately into more seamless, personalized moments of customer delight.”

Sprinklr AI: Smarter Intelligence Across the Suite with Expanded Copilots

Recently named a leader in the 2026 Gartner® Magic Quadrant™ for Voice of the Customer Platforms, Sprinklr continues to strengthen VoC capabilities with**Customer Feedback Copilot**, transforming feedback into accurate insights, visual trends, comparisons, and multi-level drilldowns. **Marketing Copilot** brings conversational automation to social and paid workflows — helping teams explain performance changes, summarize engagement, and build analytics widgets instantly, while **Deep Research** provides structured, cited analysis for faster decision-making.

Sprinklr Service: Contact Centers Gain Transparent, Test-Backed AI

As AI Agents are rapidly deployed to autonomously deliver more measurable business outcomes, Spring ’26 introduces Autonomous Evaluation — providing clear, explainable logs and test-backed validation so teams can understand, trust, and continuously refine agent behavior. Agent Copilot is now proactive, offering real-time nudges that improve core service metrics like first call resolution (FCR) and average handle time. Service organizations can also streamline operations with automatic shift bidding for fair, preference-aligned scheduling and guided service analytics that unify KPIs and accelerate insight-to-action workflows.

Sprinklr Insights: Higher-Fidelity Listening and Unified, Actionable Intelligence

Sprinklr is strengthening the entire insights workflow — from how signals are captured to how teams activate them. AI Topics now use GenAI enrichments to filter out noise and surface only the social and conversational mentions that truly matter to brands, driving far more precise listening. With unified, governed customer profiles consolidating feedback and signals across channels, teams gain a consistent, complete view of each customer without digging through dashboards or disconnected data. Expanded support for global Web Surveys — including one-click localization, stronger governance, and intelligent sampling — helps organizations capture cleaner, more representative feedback at scale. And with Action Plans now extended across the Insights suite, teams can operationalize insights immediately by creating tasks, assigning owners, and tracking progress directly inside Sprinklr.

Sprinklr Marketing & Sprinklr Social: Modern Marketing Powered by Automation and Creative Integration

Marketers can now easily create on-trend, compliant video content with access to TikTok’s Commercial Music Library. New integrated workflows with Canva’s Digital Asset Management system streamline how teams import creative assets while strengthening brand governance across channels.

Sprinklr is also enhancing performance insights by automating root-cause analysis for sudden shifts in campaign results and providing a unified dashboard comparing pre- and post-boost metrics. Additionally, teams can now track and optimize seller profile performance on LinkedIn, giving marketers deeper visibility into how social selling efforts are performing.

Sprinklr Unified-CXM Platform: A More Open, Governed, Self-Service Platform

New bulk testing and AI telemetry in AI+ Studio help enterprises evaluate AI performance at scale. Additional platform upgrades include unified integration management through the Sprinklr Marketplace, CRON-based automated ingestion via the UDC Connector, AI-powered guidance through Sprinklr Assist, and next-generation compliance controls with DRP 2.0.

Availability

With new copilots, test-backed AI Agents, and platform-wide governance tools, Spring ’26 delivers meaningful, practical AI for every customer-facing team. Learn more about the full release and experience these innovations firsthand: https://www.sprinklr.com/releases/26-4-release/.

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, 1,600+ enterprises — including Microsoft, P&G, Samsung, and 59% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

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