June 29, 2026

Sprinklr Named Exemplary in the 2026 Customer Experience Management Buyers Guide by ISG Research

ISG Research recognizes Sprinklr's Unified-CXM platform for strength across AI, analytics, and customer journey management.

NEW YORK--(BUSINESS WIRE)-- **Sprinklr** (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced that it has been named an Exemplary Provider in the **2026 ISG Buyers Guide™ for Customer Experience Management** and recognized as a Leader in Capability, one of only three providers to earn that distinction.

The ISG Customer Experience Management Buyers Guide evaluated software providers on their ability to meet enterprise requirements across product experience (capability and platform) and customer experience. Sprinklr was rated above the median in both dimensions, resulting in its placement in the "Exemplary" category.

"Customer experience is no longer defined by individual interactions, but by how well companies orchestrate value across the entire customer lifecycle," **said Sprinklr Chief Product and Strategy Officer Karthik Suri.** "Being named 'Exemplary' and a Capability Leader in this year's ISG Buyers Guide reinforces our focus on helping enterprises unify engagement, insights, and action on a single AI-native platform."

According to ISG Research, the CXM market is undergoing a shift from fragmented, department-centric tools to unified platforms that support **journey orchestration, AI-driven decisioning, and lifecycle analytics**. Sprinklr pioneered the category for Unified-CXM, and the Sprinklr platform is purpose-built to address this shift, enabling organizations to manage customer experiences across the front office in a single system.

"Sprinklr's strengths come from melding a modern enterprise back-office platform with a series of newer applications specifically targeted to unify and extend control over many of the siloed functions that create fragmented customer experiences," **states Keith Dawson, authoring analyst.** "The company's development pathways have emphasized reliability, strong compliance features, and the creation of natively integrated apps that minimize administrative and deployment headaches."

As enterprises increasingly prioritize unified approaches to customer experience, the ISG report highlights the importance of platforms that can connect data, teams, and workflows across channels. Sprinklr's platform is designed to meet these demands, helping global organizations deliver consistent, data-driven experiences at scale.

To learn more, download the full **2026 ISG Buyers Guide™ for Customer Experience Management** for detailed insights into how the vendors were evaluated and what enterprise

buyers should consider when selecting a CXM platform.

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.

View source version on businesswire.com:
https://www.businesswire.com/news/home/20260629157252/en/

Press: Austin DeArman, pr@sprinklr.com

Source: Sprinklr