July 15, 2026

Sprinklr Introduces New AI Capabilities to Help Brands Move from Insights to Real-Time Customer Action

New release focuses on turning customer signals into decisions and outcomes across marketing, service, and voice of the customer.

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the AI-native Unified Customer Experience Management (Unified-CXM) platform, today announced the **Summer ’26 Release**, which introduces new artificial intelligence capabilities designed to help organizations move beyond insights and take action on customer signals in real time.

For years, companies have invested heavily in tools to understand their customers. But as customer expectations accelerate, insight alone has become a bottleneck. Businesses are no longer competing on access to data—they are competing on how quickly they can turn that data into decisions and outcomes.

Sprinklr’s latest release reflects a shift in how customer experience is delivered: from static dashboards and analysis toward connected systems that can interpret signals and drive action across marketing and service in the moment.

“The challenge today isn’t collecting data—it’s knowing what matters and acting on it quickly,” **said Karthik Suri, Chief Product and Corporate Strategy Officer at Sprinklr.** “With this release, we’re helping organizations move from signals to decisions and from conversations to resolutions by combining agentic AI for autonomous resolutions with copilot support for human-assisted ones. This helps enable brands to act in real time, while staying in control where it matters most.”

From signals to action across the customer journey

The Summer ’26 Release introduces enhancements across Sprinklr’s platform designed to help teams understand customer behavior, apply intelligence, and act more efficiently across channels.

Deeper understanding of customer signals

Organizations can now bring together richer sources of customer insight to identify trends and shifts as they happen—including new forms of AI-driven and cultural data.

- With **LLM Insights**, teams can understand and improve how their brand appears across AI-powered search and generative answers, helping to optimize AEO/GEO performance and identify gaps in visibility as customers increasingly rely on AI for discovery.
- With the acquisition of **ViralMoment**, Sprinklr extends analytics beyond text and

images to videos—so brands can now understand what customers say, show, and share, all in one place.
- The expanded **CreatorIQ integration** gives brands access to rich influencer data alongside paid and organic performance, enabling teams to identify what content is driving impact and make more informed investment decisions across creator, social, and media strategies.
- Next-generation Voice AI agents now work seamlessly alongside Sprinklr's digital and social care agents, enabling consistent, real-time customer interactions across channels—with more natural conversations, faster response times, and coordinated resolution at scale.
- With in-channel, voice-enabled surveys, brands can now capture more authentic, contextual feedback directly where conversations are happening.

Together, these capabilities give organizations a more complete, real-time view of customer sentiment—spanning structured feedback, social conversations, and emerging cultural signals.

Faster decision-making with AI

New AI-powered capabilities reduce the need for manual analysis and help teams quickly determine what matters and what to do next.

- **Sprinklr Copilot** can now help create and optimize campaigns faster by summarizing campaigns, analyzing publishing calendars, and getting faster insights from reporting.
- Built-in **automated statistical analysis** within CFM Copilot helps teams instantly identify what factors are driving survey outcomes, eliminating manual data work.
- AI-driven analysis of trending content and conversations across platforms helps teams prioritize the signals that are most likely to impact brand performance.

These capabilities enable teams to shift from reactive analysis to proactive, data-driven decisions in real time.

Faster execution across marketing and service

The Summer '26 Release introduces new ways for teams to act on insights more quickly—across both customer engagement and campaign execution.

- AI-powered content tools within Copilot enable marketers to generate and refine social posts and even create videos using natural language prompts—accelerating time to publish.
- Enhancements to **TikTok Smart+ campaigns** provide greater control over audiences, creative optimization, and performance outcomes.
- In customer service, next-generation **Voice AI agents** deliver more human-like conversations with sub-second response times, smarter turn-taking, and improved noise handling to resolve issues faster.
- Built-in **testing, simulation, and quality scoring** help organizations validate AI agent behavior before deployment and maintain consistency in live interactions.

Together, these updates help teams close the gap between insight and execution—whether launching a campaign or resolving a customer issue.

A more connected system for action

New platform capabilities bring data, intelligence, and workflows together, reducing friction and enabling more coordinated action across teams.

- With **Sprinklr MCP (Beta)**, organizations can access Sprinklr insights directly within AI assistants such as Microsoft Copilot, ChatGPT, and Claude—making customer intelligence available wherever work happens.
- Integration with **Adobe Customer Journey Analytics** enables a unified view of performance across channels without manual data stitching.
- Real-time collaboration through **Microsoft Teams integration** helps service teams coordinate faster and resolve customer issues without switching systems.
- **GenAI-powered summarization in Display dashboards** turns complex data into clear, actionable insights instantly.

These capabilities help organizations connect insights to action across systems, teams, and workflows.

Supporting a New Model for Customer Experience

As organizations scale up their customer experience programs, disconnected tools and manual workflows often limit their ability to respond in real time. Sprinklr's approach focuses on bringing together data, intelligence, and execution into a unified platform—enabling faster, more consistent action across every interaction.

The Summer '26 Release builds on this model by combining:

- broader, more dynamic sources of customer signals;
- AI-driven decision support; and
- faster execution across marketing and service.

Together, these innovations help organizations reduce the gap between what they know and what they do—turning customer signals into meaningful business outcomes.

For more information on these updates and availability, visit the **Sprinklr Release Hub**.

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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Source: Sprinklr