October 29, 2026

# Sprinklr Celebrates the 2026 CXUnifier Award Winners

*Recognizing some of the world's leading brands for excellence, innovation, and measurable impact on customer experience.*

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced the 2026 CXUnifier Award winners, celebrating organizations setting new standards for customer experience excellence through innovation, exceptional execution and measurable impact for their customers, brands and businesses.

"The CXUnifier Awards recognize the very best of what's possible when organizations put customers at the center of how they operate," **said Sprinklr President and CEO Rory Read.** "This year's winners are setting the standard for customer experience excellence, combining innovation, deep customer understanding and exceptional execution to strengthen their brands, create more meaningful customer experiences and deliver measurable business impact. We're proud to celebrate what they've achieved and the example they are setting for our industry."

**2026 CX Unifier Award Winners**

- **Unifier of the Year: BMO -**BMO reimagined how employees, customers, and prospects connect in the digital era, turning social engagement from a series of disconnected efforts into a powerful, enterprise-wide business capability. The team created a seamless and compliant employee advocacy and social selling ecosystem that empowers nearly 12,000 employees across 18 business units to strengthen relationships, expand the brand's reach, and drive measurable business value. Their innovative approach resulted in an 875% increase in earned media value while establishing a scalable framework that balances customer engagement, regulatory compliance, and operational excellence. By unifying people, technology, and governance, BMO has demonstrated true mastery in creating exceptional customer experiences.
- **AI Innovator of the Year: Bridgestone Corporation -**Bridgestone Retail Operations embedded conversational, predictive, generative, and agentic AI throughout the customer journey to connect millions of customers with the right products, services, and support. By analyzing 100% of inbound calls for purchase intent and equipping teams with real-time guidance, the organization created more personalized customer experiences and turned previously missed opportunities into measurable revenue.
- **Sprinklr for Impact: Macmillan Cancer Support -**The partnership between Macmillan Cancer Support and Sprinklr demonstrates the power of technology to create meaningful human impact. By transforming its support line experience and expanding access through new digital channels, Macmillan is making it easier for people affected by cancer to receive the guidance, reassurance, and support they

need — when they need it most.

- **Digital Transformation Champion: Adobe Inc. -**Adobe's Digital Enablement & Care team demonstrated how AI can amplify human expertise to deliver customer experiences at scale. Its use of Sprinklr automated quality management, increased audit coverage by 85%, and intelligently prioritized critical customer issues, contributing to gains across quality, SLA performance, and customer satisfaction.
- **Social Media Excellence Award: Lenovo -**Lenovo transformed its FIFA World Cup 2026 sponsorship into a fully integrated social media activation, using Sprinklr to connect real-time engagement, creator partnerships, employee advocacy, and community management on a global scale. The campaign generated 4.4 billion impressions, more than 1 billion video views, and positioned Lenovo as an active participant in the global football conversation rather than simply a tournament sponsor.
- **Defining Moments: Uber Technologies Inc. -**Recognizing that every customer interaction is a defining moment, Uber used Sprinklr to create a connected global support ecosystem designed to help teams respond with speed, context, and consistency. Through real-time visibility, multilingual escalation detection, and workflow automation, the team enhanced customer experience while protecting brand trust at a global scale.
- **Voice of Customer Visionary: Southwest Airlines -**Southwest Airlines turned customer and audience insights into action through Sprinklr Insights. The team identified the stories, formats and themes that matter most to customers, enabling it to amplify authentic employee and customer experiences and shape a broader brand strategy grounded in audience behavior.
- **Partner Unifier: Premium Blend -**Now a two-time Partner Unifier Winner, Premium Blend delivered 82 projects across 35 enterprise brands this year. They have saved customers from costly compliance breaches, jumped into their Agile sprint motions to increase the pace of innovation, and creatively connected Sprinklr with the tools teams already use, so adoption sticks. Their deep Sprinklr knowledge helps brands create and scale authentic, trusting relationships with their customers through Sprinklr.

The CX Unifier Awards recognize innovators, problem-solvers and customer experience leaders demonstrating what exceptional customer experience looks like in practice. This year's winners span industries and disciplines, but share a commitment to deeply understanding their customers, breaking down organizational barriers, and turning insight into experiences that strengthen brands and deliver measurable business value.

Together, these organizations demonstrate that customer experience excellence is not defined by any single technology or initiative, but by the ability to consistently create more meaningful customer relationships and better business outcomes.

**To learn more about the 2026 CXUnifier Award winners, visit:**
https://sprinklr.com/blog/2026-cxunifier-award-winners/

**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/20261029823193/en/

**Press:**
Austin DeArman
pr@sprinklr.com

Source: Sprinklr