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Sprinklr Introduces AI Studio: No-Code Machine Learning for Increased Productivity and Real-Time Insights

Sprinklr customers can easily harness the power of AI for categorizing messages and brand disambiguation

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today introduced Sprinklr AI Studio, a new capability in Sprinklr Modern Research that empowers users to easily create and customize AI models without writing code. Now, brands can eliminate manual categorization of customer messages across digital channels – helping customer service agents, social media teams, brand analysts, and more focus on priority, engageable comments.

The Challenge: Manual Categorization and Brand Disambiguation

Brands can get thousands of mentions and inquiries a day across digital channels. Manually sorting these messages into standard categories such as “engageable” or “priority” is extremely cost-prohibitive and virtually impossible without AI. Additionally, many brands have common company or product names, making it difficult to find the most relevant customer comments. For example, a brand like Microsoft needs to separate the statement “I have a question about Windows 11” from “I have a question about the windows in my house.”

AI can solve these challenges, yet most AI models require brand-specific custom categories that rely on machine learning experts to manually create and maintain their consistent accuracy.

The Solution: Sprinklr AI Studio

Sprinklr AI Studio empowers users to categorize brand messages by creating custom AI text classification models through an easy-to-use experience, without the need for data scientists or engineers.

With AI Studio, brands can achieve the following benefits:

- Filter out irrelevant comments.
- Reduce labor-intensive manual work.
- Unlock new paths to derive insights via AI-powered custom categorization.

“Sprinklr AI Studio really enabled our team to create a unified, one-stop shop for organizing and responding to customer questions, and we’re thrilled with the value their listening AI has provided in identifying trends and additional engagement opportunities. Plus the

dashboarding feature allows us to elicit actionable insights to improve productivity which help us deliver a better customer experience," **said a representative from the Microsoft Azure Customer Experience Team.**

"Using AI to categorize public customer conversations is an essential part of creating a unified customer experience. Yet, advanced technical expertise is often required to develop effective AI models," **said Pavitar Singh, Chief Technology Officer, Sprinklr.** "With Sprinklr AI Studio, anyone can quickly build AI models with powerful natural language processing and advanced machine learning, transforming the way brands engage with customers across modern, digital channels."

Additional Information: Learn more about AI Studio on Sprinklr's website.

About Sprinklr

Sprinklr is a leading enterprise software company for all customer-facing functions. With advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,000 of the world's most valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100.

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