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Sprinklr Named a Strong Performer in Conversational AI for Customer Service Report

According to the report, "brands interested in managing their customer self-service as part of a broader approach to customer experience should give serious thought to Sprinklr."

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced its recognition as a Strong Performer in The Forrester Wave™: Conversational AI For Customer Service, Q2 2024 report. The report evaluated 14 vendors based on three categories: current offering, strategy, and market presence.

"The ability to deliver more human experiences at every touchpoint and for every customer is the single most strategic investment for the modern enterprise. Today, creating this experience requires advanced omnichannel conversational AI capabilities for seamless, personal, and reliable customer self-service," **said Sprinklr Founder and CEO, Ragy Thomas.** "I believe that our position as a strong performer in the Forrester Wave for Conversational AI reinforces our goal of helping enterprises improve productivity, reduce costs, and drive meaningful conversations with the most advanced conversational bots."

According to the report, "Sprinklr comes from the world of marketing and social media customer interactions. This history leads to innovative approaches such as its business value realization deployment approach. This methodology identifies value opportunities upfront and helps customers deliver — and then measure — the results."

The report continues, "The Sprinklr platform is a single microservices-based platform that all the company's applications are built upon. Sprinklr has added little or no functionality through acquisition. This allows the conversational AI platform to leverage the core omnichannel capabilities for better customer experiences and utilize a comprehensive no-code development environment."

The report then states, "Brands interested in managing their customer self-service as part of a broader approach to customer experience should give serious thought to Sprinklr."

For more information or to download the full report, click here.

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 1,700 valuable enterprises — global brands like Microsoft, P&G,

Samsung, and more than 60% of the Fortune 100. Sprinklr's value to the enterprise is simple: We un-silo teams to make customers happier.

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