

April 20, 2015



Sprinklr Recognized as a Social Relationship Platform Leader, Receives Highest Score for Current Offering among All Vendors

Company also receives highest possible score for customer satisfaction

NEW YORK--(BUSINESS WIRE)-- [Sprinklr, Inc.](#), the world's most complete enterprise social technology, today announced it was recognized as a leader in The [Forrester Wave™: Social Relationship Platforms, Q2 2015](#) from Forrester Research, Inc. Sprinklr received the highest score in the current offering category among the 11 companies reviewed. In addition, Sprinklr's customer satisfaction score received a maximum of 5 out of 5 possible points.

"Large brands face three options in how they will adapt to the age of social," said Lisa Larson, Senior Manager, Consumer Relations, Social Media Customer Care and Risk at Walgreens. "They can spend all of their time integrating dozens of point solutions or connecting silo-reinforcing, function-centric clouds with each other. Since Walgreens is deeply committed to providing relevant and valuable experiences to our customers at every touch point, Sprinklr's integrated, end-to-end social suite that is designed to work across departments makes the most sense for us."

In the Forrester Wave™: Social Relationship Platforms, Q2 2015 report, Sprinklr received the highest score for their current offering with "more features than any other vendor" evaluated. The platform's performance in the categories of monitoring and responding, content and publishing, measurement and data, and global functionality also scored the highest among all 11 companies. The report also noted "anything its standard SRP can't do, Sprinklr's team can custom build using the product's impressive rules engine."

"I believe that Forrester's recognition of Sprinklr as a leader in the social relationship platform market – and in the [enterprise listening market*](#) – further validates our vision that global brands need an integrated solution to engage their connected customers in a highly valuable way," said Ragy Thomas, CEO and founder of Sprinklr. "The fact that our clients are the most satisfied in the industry reinforces our overarching commitment to building the most complete enterprise social technology."

According to the Forrester Research report, "more than two-thirds of avid social marketers believe it's more effective for them to buy all their social tools from a single vendor than to buy social point solutions from several different vendors." Serving 40 percent of the Fortune 50, Sprinklr is built for global companies and supports 23 different social channels around the world.

Sprinklr's recognition in the Forrester Wave™: Social Relationship Platforms, Q2 2015 report

follows several months of major growth and expansion. Last week, the company announced the establishment of [Sprinklr Japan KK](#), a joint venture. In March, Sprinklr [announced](#) an additional \$46 million in new funding – at a valuation of more than \$1 billion – and launched the [Experience Cloud™](#). With Sprinklr's acquisitions of social community software provider [Pluck](#) and online customer community platform [Get Satisfaction](#), the company has tripled in size in just 14 months, and now counts more than 750 employees globally across 10 offices.

Sprinklr clients and prospective clients are invited to download a copy of the Forrester Wave™: Social Relationship Platforms, Q2 2015 report from [Sprinklr's website](#).

About Sprinklr

Sprinklr is the world's most complete enterprise social technology, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called "[the most powerful technology in the market](#)", Sprinklr's fully integrated social experience management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 750 employees globally, Sprinklr is revolutionizing customer engagement for almost 800 of Fortune's top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Accenture, Havas, and Razorfish. For more information, visit [sprinklr.com](#) or tweet us at [@sprinklr](#).

*Forrester Research, Inc. The Forrester Wave™: Enterprise Listening Platforms, Q1 2014

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Source: Sprinklr