

June 24, 2013



Turkish Airlines Selects 'Most Powerful Technology' from Sprinklr to Take Social Relationships to New Heights

Carrier Leverages Enterprise Grade Social Infrastructure to Manage Dozens of Social Channels Globally

NEW YORK, June 24, 2013 /PRNewswire/ -- [Sprinklr](#), the leading social relationship platform for enterprises, today announced that it has entered into a strategic partnership with Turkish Airlines. Under the terms of the agreement, the [fourth largest carrier](#) in the world by number of destinations will now leverage Sprinklr's Social@Scale(tm) product to ensure a consistent online presence across over 30 social media channels. Sprinklr currently works with over 250 household name brands to enable multi-channel, multi-function, and multi-division global deployments.

With a fleet of 218 aircraft flying to 223 cities around the world and growing, the four-star airline was faced with the task of administering dozens of social channels globally. Turkish Airlines recognized the need for a sophisticated platform to operate their social engagement at scale and Sprinklr's comprehensive offering ticked every box.

"Being able to connect with our customers quickly and consistently, regardless of where there they are traveling in the world is a key business priority for Turkish Airlines," said Neset Dereli, marketing communications manager at Turkish Airlines. "Our passengers are socially engaged with our brand and Sprinklr's sophisticated, yet simple platform gives us peace of mind that each of our business units are in synch when communicating with customers online and that they are speaking in a unified brand voice."

Turkish Airlines joins Sprinklr's growing roster of airlines which includes Virgin America and Frontier Airlines.

"Turkish Airlines is a leader in their industry as they recognize the critical value of real-time online engagement with consumers, said Ragy Thomas, CEO of Sprinklr. "Through the adoption of a social relationship platform, the airline can now ensure that their customers are satisfied with the way they interact with the brand in a timely and consistent manner across social channels."

Sprinklr provides the social infrastructure for brands such as Intel, Dell, Cisco Systems, IHG, 1-800-FLOWERS.COM, Hearst, and Newell Rubbermaid through the 5 C's of Social Relationship Success," content, conversations, campaigns, collaboration, and community. Sprinklr's social relationship platform was recently called the "Most Powerful Technology in the Market" by Forrester Research. In addition, the company was cited previously by the Altimeter Group for having the "most capable" solution for large enterprises as well as two consecutive "top-right" rankings from Econsultancy.

About Turkish Airlines

Established in 1933 with a fleet of only five airplanes, Star Alliance member, Turkish Airlines is today a four star airline with a fleet of 218 aircraft (passenger and cargo) flying to 223 cities around the world, comprised of 36 domestic and 187 international destinations. One of the fastest growing airline companies, Turkish Airlines has received several "Passengers Choice Awards" from the consumer ranking group, Skytrax. Based on 2011 and 2012 results, Turkish Airlines has been chosen as the winner of "Best Airline Europe", "Best Premium Economy Seats" for its Comfort Class seats and "Best Airline Southern Europe". It has also received awards for its catering and holds a coveted 4-star designation, putting the airline in a small group of top quality carriers. Turkish Airlines was also given the Skytrax designation of "World's Best Economy Class On-board Catering" in 2010, and Skyscanner's "Best On-board Food 2011". Long haul Business Class passengers also enjoy the Flying Chef service on-board. Turkish Airlines now flies to more countries than any other airline in the world.

About Sprinklr

Sprinklr fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences. With over 250 global brands as customers, and financing from Battery Ventures and Intel Capital, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked and empowered customer. The company offers an enterprise-wide Social Relationship Platform and related services. The world's most social brands choose Sprinklr to be Social@Scale.

SOURCE Sprinklr