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# Sprinklr Integrates with Twitter Quick Replies and Welcome Messages

*Sprinklr joins Twitter's private beta for quick replies and welcome messages, improving customer care experiences for consumers on Twitter*

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#), the most complete social media management platform for the enterprise, today announced its inclusion in Twitter's private beta for quick replies and welcome messages, two new features in Direct Messages for brands. Sprinklr is a Twitter Official Partner, and is participating in this limited beta, which will allow more than 1,000 brands using Sprinklr to further automate and improve the care experience for their customers looking to connect on Twitter.

Quick replies allow businesses to prompt consumers with the best ways to reply to a Direct Message from a brand, while welcome messages enable businesses to greet people and set expectations as they enter a Direct Message conversation—without the consumer needing to send the first message. These features will help brands explore new possibilities in customer care and enrich the way businesses build relationships with their customers on Twitter, through a combination of simple automation and human service.

"Today's connected and empowered consumers are constantly searching for the fastest, most reliable way to connect with businesses. Twitter has emerged as a powerful platform for instantaneous, seamless customer care," said Elizabeth Closmore, Global Head of Product Evangelism & Partnerships at Sprinklr. "The introduction of these two new features will make customer care on Twitter even more useful for both businesses and consumers. We are excited to bring quick replies and welcome messages to our customers and continue to work with Twitter to help brands build relationships with their customers."

In February 2016, Sprinklr participated in [Twitter's feature enhancements to Direct Messaging and Customer Feedback](#) and is continuing to work with Twitter to grow the customer care options available to consumers using Twitter.

Operating in 150+ countries with 1,200 employees worldwide, Sprinklr has cemented itself as the leading social media management platform for the world's most valuable companies. More than half of the Fortune 50 and 1,200+ brands including Nike, McDonald's, Microsoft, P&G, and Samsung use Sprinklr's unified platform to help manage everything they do on social — from listening to planning, publishing, engagement, analytics, and more — across their enterprise, from marketing to customer care to sales and beyond.

By enabling employees across the front office to collaborate on the same social platform with integrated data and workflows, global brands using Sprinklr have, for the first time, an infrastructure for understanding and engaging each one of their customers — not as data points, but as people — to deliver intuitive, personalized experiences at scale.

In July, Sprinklr [raised \\$105 million at a \\$1.8 billion valuation](#) to build on that momentum.

To learn more about this announcement, [visit the Sprinklr blog](#).

## **About Sprinklr**

Sprinklr provides the most complete enterprise social technology in the world, designed to help large companies collaborate across their entire organization to create intuitive, superior customer experiences across every social channel. The company is revolutionizing customer engagement in 150+ countries for more than 1,200 brands, including Nike, McDonald's, Microsoft, P&G, Samsung, more than 50% of the Fortune 50, and nine out of ten of the world's most valuable global brands. Called "the most powerful technology in the market," Sprinklr powers more than four billion social connections to help the enterprise reorient its business around the customer in the age of digital transformation. Headquartered in New York City with more than 1,200 employees globally, Sprinklr works with a powerful group of partners that includes Deloitte Digital, SAP, IBM, and Microsoft. For more information, visit [sprinklr.com](http://sprinklr.com) or chat with us at [@sprinklr](https://twitter.com/sprinklr).

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