



Sprinklr Announces Availability of VOC Agent Suite in Gemini Enterprise Agent Marketplace

AI agents that work like seasoned analysts, turning customer feedback into trusted answers, clear recommendations, and faster business decisions.

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), today announced the availability of the [Sprinklr Voice of the Customer \(VOC\) Agent Suite](#) in **Gemini Enterprise Agent Marketplace**, allowing organizations to access voice-of-customer intelligence from within their existing Gemini workflows. Through Agent-to-Agent (A2A) connectivity, Gemini Enterprise users can discover and interact with specialized Sprinklr AI agents that analyze customer feedback and deliver actionable insights grounded in enterprise data.

Organizations collect customer feedback across surveys, reviews, social media, support cases, and news coverage, but converting that information into timely business decisions remains a challenge. The Sprinklr VOC Agent Suite is designed to address that gap by combining access to customer signals with specialized AI agents that understand business questions, retrieve relevant information, and deliver conclusions with supporting evidence and context.

"The real promise of agentic AI lies in its ability to replicate expert workflows, not simply generate content. By bringing together customer feedback from multiple channels and applying analyst-like reasoning to uncover what matters, specialized AI agents can help organizations move faster and make more confident decisions," **said Jim Davies, Co-Founder and Executive Partner at customer service and experience advisory firm Actionary.**

Unlike general-purpose AI assistants, the Sprinklr VOC Agent Suite consists of purpose-built agents, each designed to address recurring business needs. These include:

- **Brand Health Monitoring:** Understand brand performance, sentiment drivers, and recommended actions.
- **Crisis Monitoring:** Detect emerging issues, assess their spread, identify key amplifiers, and support response planning.
- **Competitive Benchmarking:** Compare performance against competitors across share of voice, sentiment, and engagement.
- **Trend Forecasting:** Identify emerging conversations and anticipate future momentum.
- **Influencer & Content Strategy:** Discover influential voices and understand which content resonates most.
- **Campaign Performance:** Measure the impact of launches, campaigns, and

sponsorships.

- **Customer Experience Analysis:** Surface the most important customer pain points and praise themes across feedback channels.
- **General Listening:** Answer ad hoc listening and intelligence questions across customer conversations.

"Customer feedback is one of the most valuable sources of business intelligence an organization has," **said Sprinklr Vice President of Product Management Anish Singhal.** "By bringing the Sprinklr VOC Agent Suite to Google Gemini Enterprise, we're making it easier for teams to access trusted insights, uncover opportunities, and take action based on what customers are telling them."

Availability

The [Sprinklr VOC Agent Suite for Google Gemini Enterprise](#) is available now through Agent-to-Agent integration. Existing Sprinklr customers can access the full suite of agents using their authenticated Sprinklr environments and customer data.

About Sprinklr

[Sprinklr](#) is the definitive, AI-native platform for Unified Customer Experience Management (Unified-CXM), empowering brands to deliver extraordinary experiences at scale — across every customer touchpoint.

By combining human intelligence with the enhancements and insights of artificial intelligence, Sprinklr helps brands earn trust and loyalty through personalized, seamless, and efficient customer interactions. Sprinklr's unified platform provides powerful solutions for every customer-facing team — spanning social media management, marketing, advertising, customer feedback, and omnichannel contact center management — enabling enterprises to unify data, break down silos, and act on real-time insights.

Today, 1,600+ enterprises — including Microsoft, P&G, Samsung, and 59% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

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