

# Sprinklr

## 2023 Investor Day

NYSE:CXM



# Safe Harbor Statement

This presentation may include statements that are not historical facts and are considered forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995, which are usually identified by the use of words such as “anticipate,” “believe,” “estimate,” “expect,” “intend,” “may,” “might,” “plan,” “project,” “will,” “would,” “should,” “could,” “can,” “predict,” “potential,” “target,” “explore,” “continue,” or the negative of these terms, and similar expressions intended to identify forward-looking statements. However, not all forward-looking statements contain these identifying words.

We intend these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act and Section 21E of the Securities Exchange Act and are making this statement for purposes of complying with those safe harbor provisions.

We have based these forward-looking statements largely on our current expectations and projections about future events and trends that we believe may affect our financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, but are not limited to, statements regarding our financial guidance for the second quarter and full year fiscal 2024, our market size and growth strategy, our estimated and projected costs, margins, revenue, expenditures and growth rates, our future results of operations or financial condition, our plans and objectives for future operations, growth, initiatives, or strategies. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond our control, that could cause actual results, performance or achievement to differ materially and adversely from those anticipated or implied in the statements, including: our rapid growth may not be indicative of our future growth; our revenue growth rate has fluctuated in prior periods; our ability to achieve or maintain profitability; we derive the substantial majority of our revenue from subscriptions to our Unified-CXM platform; our ability to manage our growth and organizational change; the market for Unified-CXM solutions is new and rapidly evolving; our ability to attract new customers in a manner that is cost-effective and assures customer success; our ability to attract and retain customers to use our products; our ability to drive customer subscription renewals and expand our sales to existing customers; our ability to effectively develop platform enhancements, introduce new products or keep pace with technological developments; the market in which we participate is new and rapidly evolving and our ability to compete effectively; our business and growth depend in part on the success of our strategic relationships with third parties; our ability to develop and maintain successful relationships with partners who provide access to data that enhances our Unified-CXM platform's artificial intelligence capabilities; the majority of our customer base consists of large enterprises, and we currently generate a significant portion of our revenue from a relatively small number of enterprises; our investments in research and development; our ability to expand our sales and marketing capabilities; our sales cycle with enterprise and international clients can be long and unpredictable; certain of our results of operations and financial metrics may be difficult to predict; our ability to maintain data privacy and data security; we rely on third-party data centers and cloud computing providers; the sufficiency of our cash and cash equivalents to meet our liquidity needs; our ability to comply with modified or new laws and regulations applying to our business; our ability to successfully enter into new markets and manage our international expansion; the attraction and retention of qualified employees and key personnel; our ability to effectively manage our growth and future expenses and maintain our corporate culture; our ability to maintain, protect, and enhance our intellectual property rights; unstable market and economic conditions, including as a result of recent bank closures or instability, public health crises and geopolitical actions, such as war and terrorism or the perception that such hostilities may be imminent; and our ability to successfully defend litigation brought against us. Additional risks and uncertainties that could cause actual outcomes and results to differ materially from those contemplated by the forward-looking statements are or will be discussed in our Annual Report on Form 10-Q for the quarter ended April 30, 2023, filed with the SEC on June 5, 2023, under the caption “Risk Factors,” and in other filings that we make from time to time with the SEC. Any forward-looking statements contained in this presentation are based on assumptions that we believe to be reasonable as of this date. Except as required by law, we assume no obligation to update these forward-looking statements.

This presentation and the accompanying oral presentation also contain estimates and other statistical data made by independent parties and by us relating to market size and growth and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk.

We use certain non-GAAP financial measures in this presentation, including non-GAAP gross profit and non-GAAP gross margin, non-GAAP operating (loss) income and non-GAAP operating margin, non-GAAP operating expense, non-GAAP net (loss) income, non-GAAP net (loss) per share and free cash flow. We define these non-GAAP financial measures as the respective GAAP measures, excluding, as applicable, stock-based compensation expense-related charges and amortization of acquired intangible assets. Non-GAAP financial measures are financial measures that are derived from the consolidated financial statements, but that are not presented in accordance with GAAP. We believe that these non-GAAP financial measures provide investors with useful supplementary information in evaluating our performance. Investors should consider these non-GAAP financial measures in addition to, and not as a substitute for, our financial performance measures prepared in accordance with GAAP. Further, our non-GAAP information may be different from the non-GAAP information provided by other companies. Please refer to the Appendix and to the tables in our earnings release for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures. We encourage investors to consider our GAAP results alongside our supplemental non-GAAP measures, and to review the reconciliation between GAAP results and non-GAAP measures that is included at the end of this presentation.





# **Welcome to Sprinklr 2023 Investor Day**

Eric Scro, VP Finance



# Sprinklr Investor Day Agenda

SUBJECT	PRESENTER(S)
Welcome	Eric Scro   VP Finance
Vision and Strategy	Ragy Thomas   Founder and CEO
Product and Technology	Pavitar Singh   Chief Technology Officer
Break	
Sales and Go-to-Market Strategy	Paul Ohls   Chief Revenue Officer
Customer Panel	Moderated by Arun Pattabhiraman   Chief Marketing Officer
Financial Update	Manish Sarin   Chief Financial Officer
Question and Answer Session	Sprinklr Executive Team   All Presenters





# **Vision and Strategy**

Ragy Thomas, Founder and CEO





1

# **Unified-CXM Platform Company**

**AI-powered for large global enterprises.**

**Across front office functions.**

**On over 30+ channels.**



# Key Customer-Facing Functions: 4 Unified Product Suites



## Sprinklr Service

CCaaS Offering

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End-to-end digital

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Comprehensive

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AI-first



## Sprinklr Marketing

Campaigns  
& Content Workflows

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Advertising

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Customer Journeys  
& Automation

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AI-powered



## Sprinklr Insights

Experience  
data Insights

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Brand, Product  
& Crisis Insights

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Real-time

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AI-powered



## Sprinklr Social

SMMS Leader

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Built for  
enterprise scale

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Most complete

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AI-powered





## 4 Product Suites: 30+ Products

### Sprinklr Service

13

Social Care

Email & Ticketing

Messaging

Live Chat

Voice

Knowledge Base

Community

Workforce Management

Conversational AI

Quality Management

Conversational Analytics

Service Advanced

Surveys

### Sprinklr Marketing

3

Content Marketing

Social Advertising

Collaboration & Project  
Management

### Sprinklr Insights

7

Social Listening

Benchmarking

Product Insights

Location Insights

Visual Insights

Media Monitoring

AI Studio

### Sprinklr Social

8

Social Engagement & Publishing

Advocacy

Social Selling (Distributed)

Social Advanced

Influencer Marketing

Ratings & Reviews

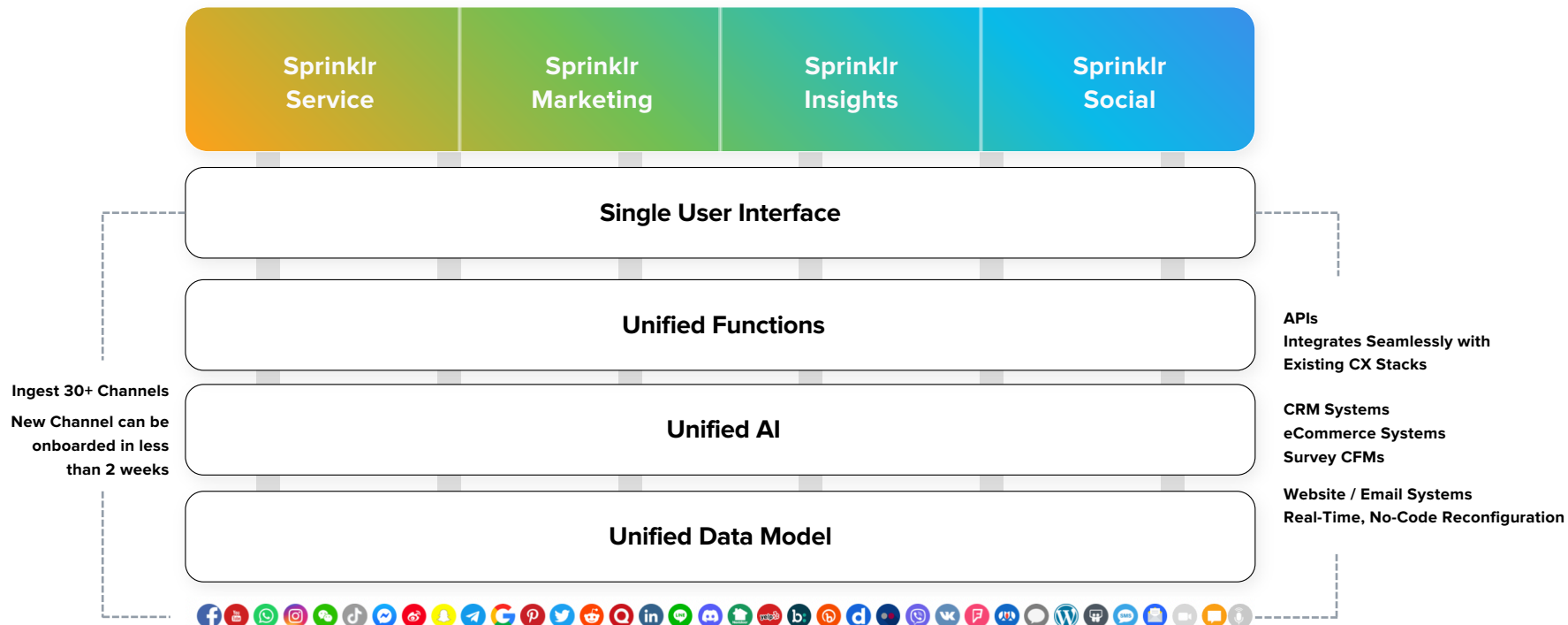
Display & Presentations

Conversational Commerce



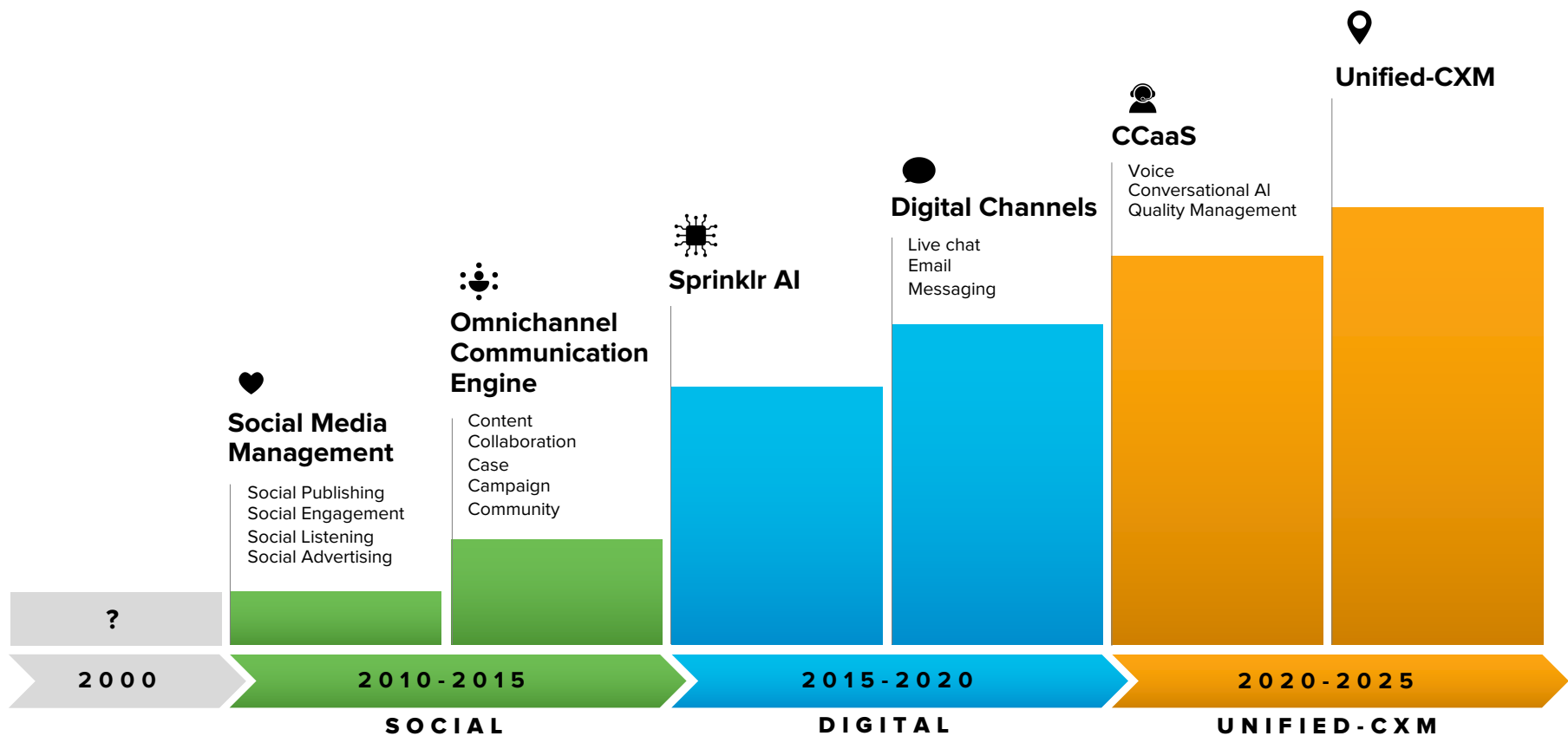


# Defining Architecture: Unified-CXM



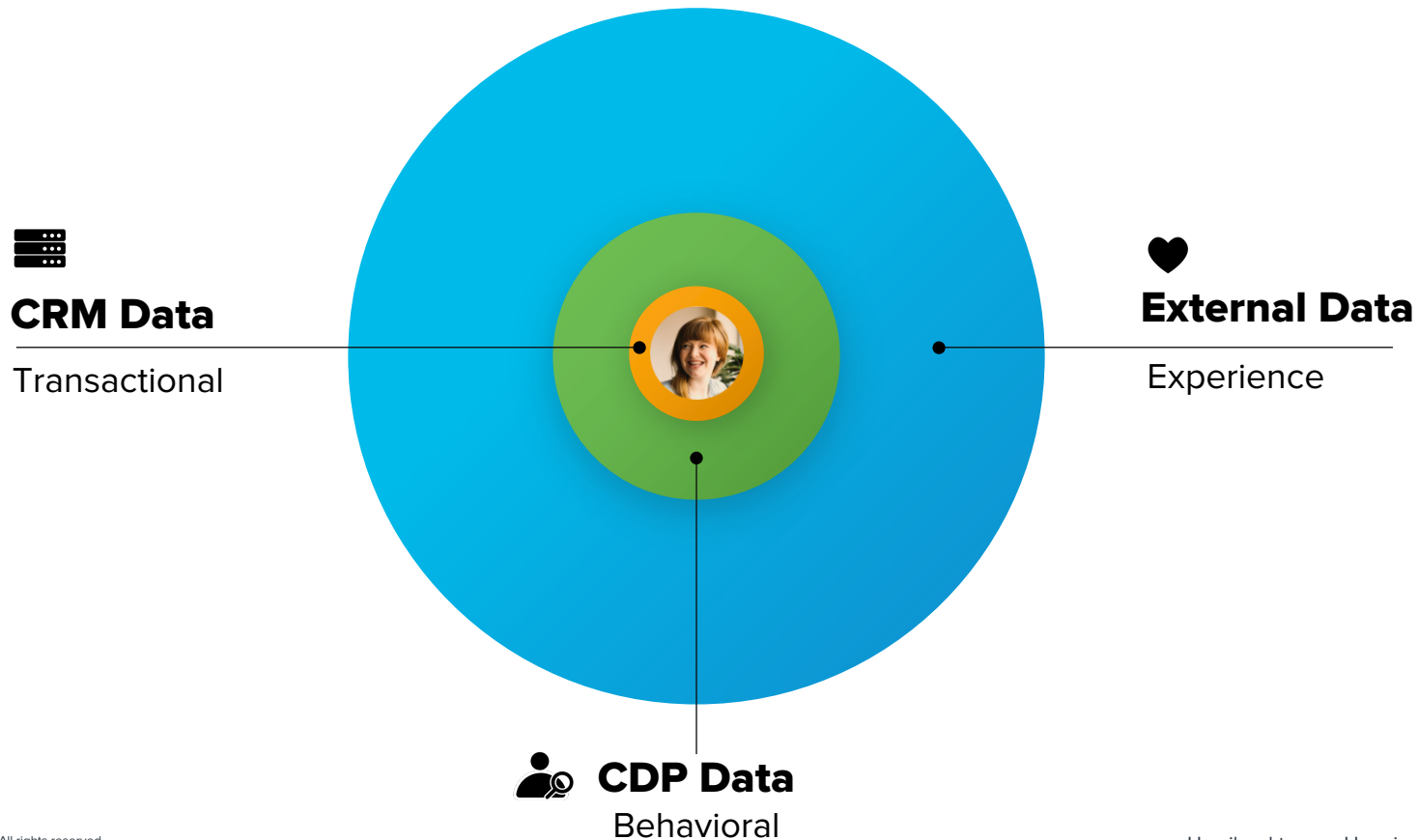


# Conceived as a Platform. Vision for Unified-CXM.





# Enormous Value from 99% Data





# Core Differentiators. Competitive Moat.



## PLATFORM

True Omni-Channel  
Communications Engine

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Centralized Governance  
across Markets and Business Units

---

Unified Front-Office  
Architecture across  
Customer-Facing Functions



## AI

Sophisticated, Proprietary  
and Customized AI Models

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Most Comprehensive  
Dataset for Training

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Five Years of Annotation,  
Optimization and Feedback for  
Experience Data



## CUSTOMER ROI

Increased Revenue

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Decreased Costs

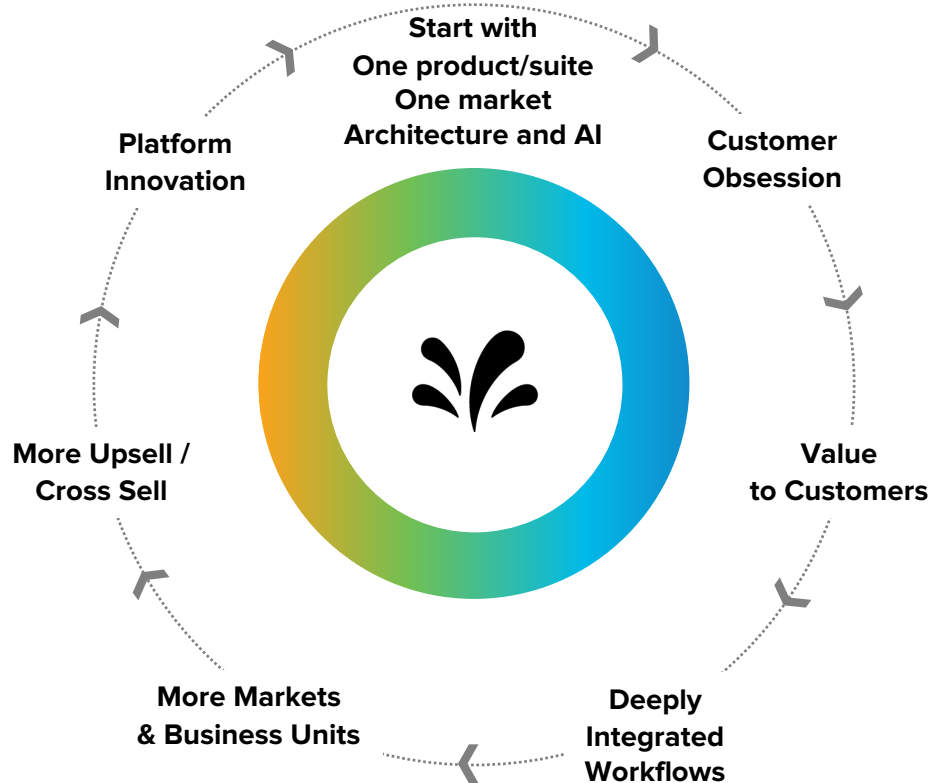
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Mitigated Risks



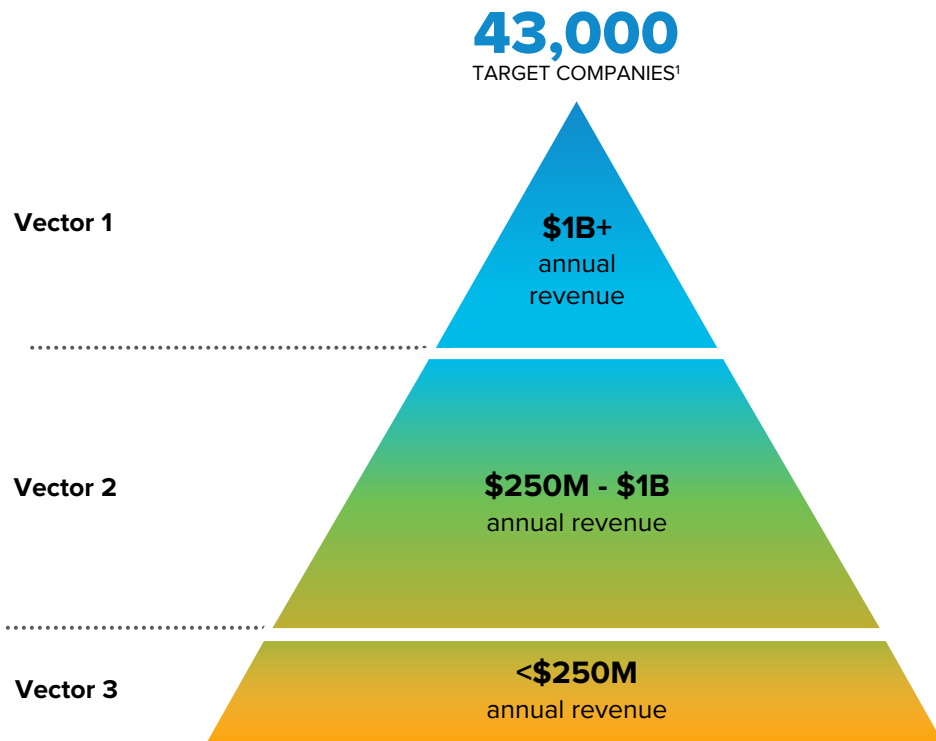
# Growth Flywheel.

## Powered by Architecture, AI and Customer Obsession.





# Go-To-Market



<sup>1</sup> Companies based on Sprinklr estimates and industry research

**Multiple Geographies**

**Robust Partner Ecosystem**

**5 Priority Verticals**





2

## **Sprinklr AI**

**The fastest way to deploy  
AI across the Front Office.**



# Sprinklr AI: For Key Personas Across Front Office Functions

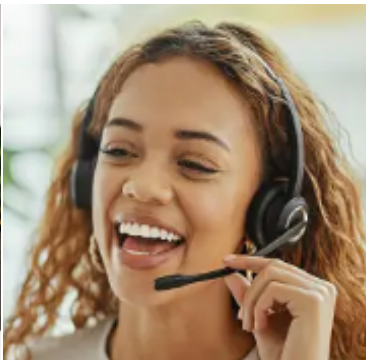


## Customer

Quick, Easy and Self-service resolution without being able to repeat themselves.

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Community Smart Search for relevant results faster.

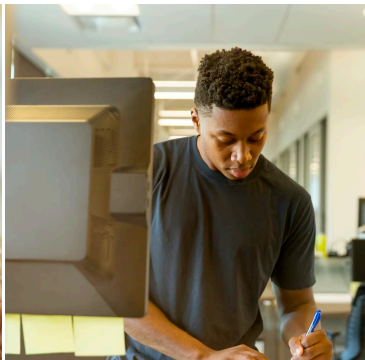


## Customer Service Agent

Improve Productivity of Agents using AI Assist Tools to help solve queries faster.

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**Social Media Manager**  
Enhance Productivity using AI to create, schedule & publish more diverse content quickly.



## Customer Insights Analyst

Proactive, Timely & Actionable Insights for Crisis Management.

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**Advertising Analyst**  
Better return on Content and Ads because of creative recommendations, content review, smart bidding, etc.



## Customer Service Supervisor

Quick Insights to what's going well and what's not working with recommended insights.

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**Marketing Manager**  
Reduce Brand Reputation Risk through campaign strategy suggestions, content compliance, etc. AI features.



## CMO

Smart Alerts AI allows Real-time Reports based on any abnormal spike in message sentiment.

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**Head, Customer Service**  
Service as a Revenue Center – AI identifies cross-sell and up-sell opportunities in care conversations.



# Unified-CXM: Best-in-Class AI Capabilities

**10B+**

Predictions per day

**100M+**

Training data points

**70+**

Industry verticals  
and sub-verticals

Self-serve  
AI Studio

**900+**

Pre-built AI Models

**1,250+**

Customer-specific  
models

**100+**

languages

Best-in-class  
accuracy

**1,000+** industry-specific use cases





# True AI Companies: Long-Term Advantage Over AI-Adoptive and AI-Enabled Companies



## AI ADOPTIVE

Plug and Play AI tools  
to extract business value

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Limited or no connectivity  
with owned data

---

AI add on to central  
human intelligence



## AI ENABLED

AI services  
solve business problems

---

Fine-tuned models  
work with owned data

---

AI optimizes  
business functions



## TRUE AI

Deeply integrated AI  
improves offerings

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Owned and accessed  
strategic data assets

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At the center of Business  
& Product evolution

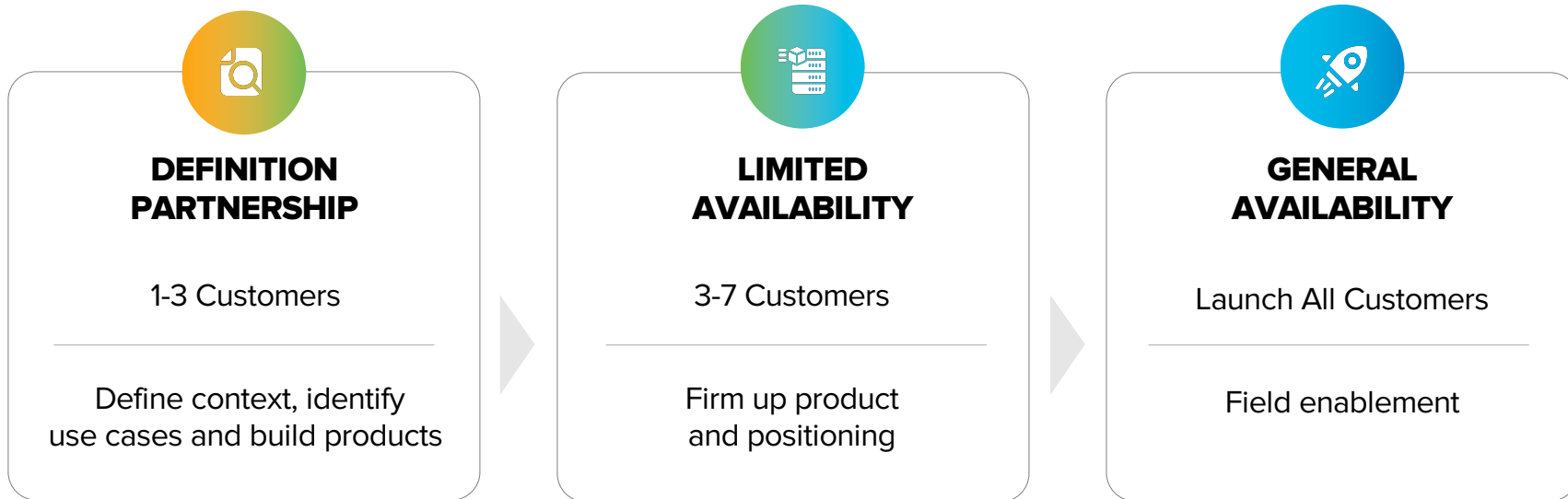


3

**Creating the world's most loved  
enterprise software company**

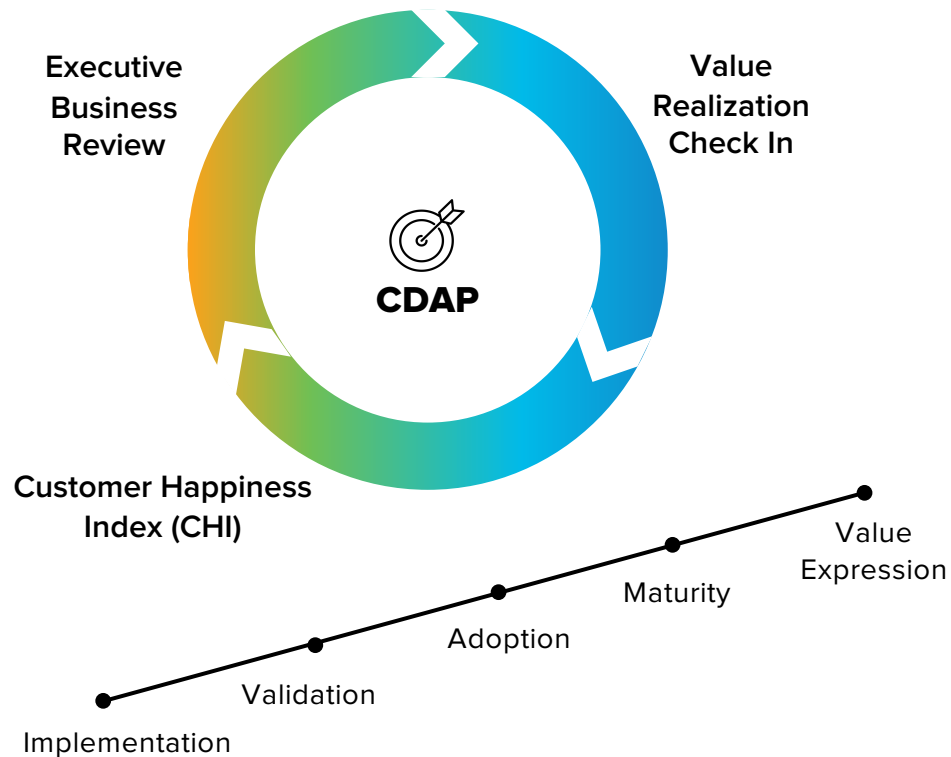


# Customer-First Product Development Process





# Customer Delight Assurance Program



**CHI Score, Top 3 Recommendations**  
Improve Happiness score

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**Escalation and Resolution** process

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**Consumption and Value** obsession



## VISION

To be the world's **most loved** enterprise software company.

## MISSION

To enable every organization on the planet to make their **customers happier**.

## DEFINING STRATEGY

Create and own the **category, Unified-CXM**.





# Product and Technology

Pavitar Singh, Chief Technology Officer

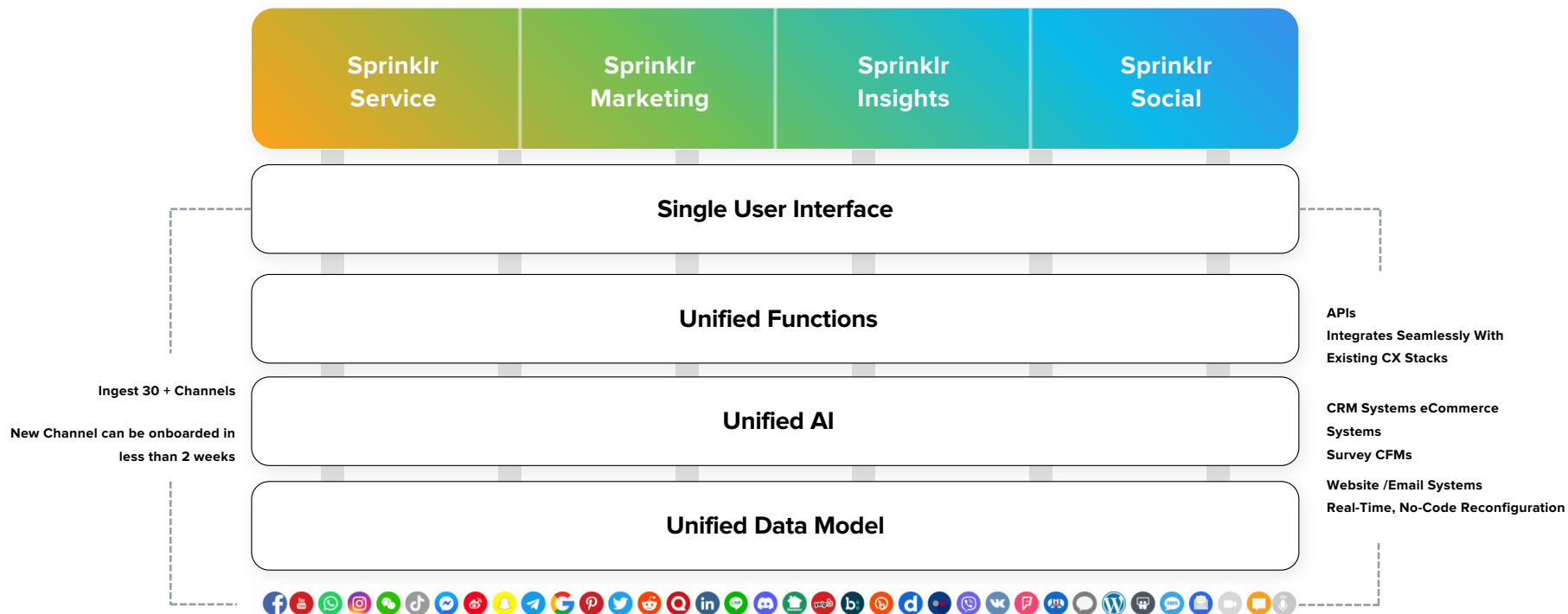




**14-year Platform Advantage**  
**Omni Channel**  
**Omni Functional**  
**Single Instance Architecture**

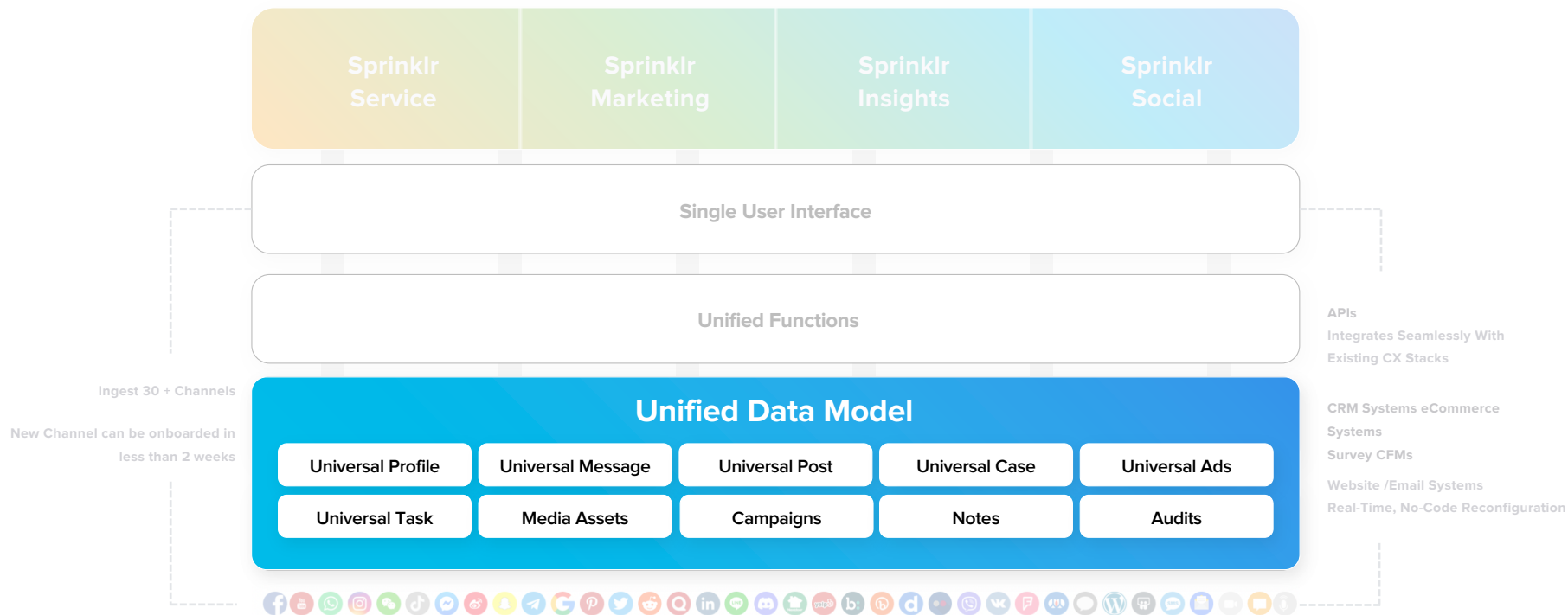


# Defining Architecture: Unified-CXM



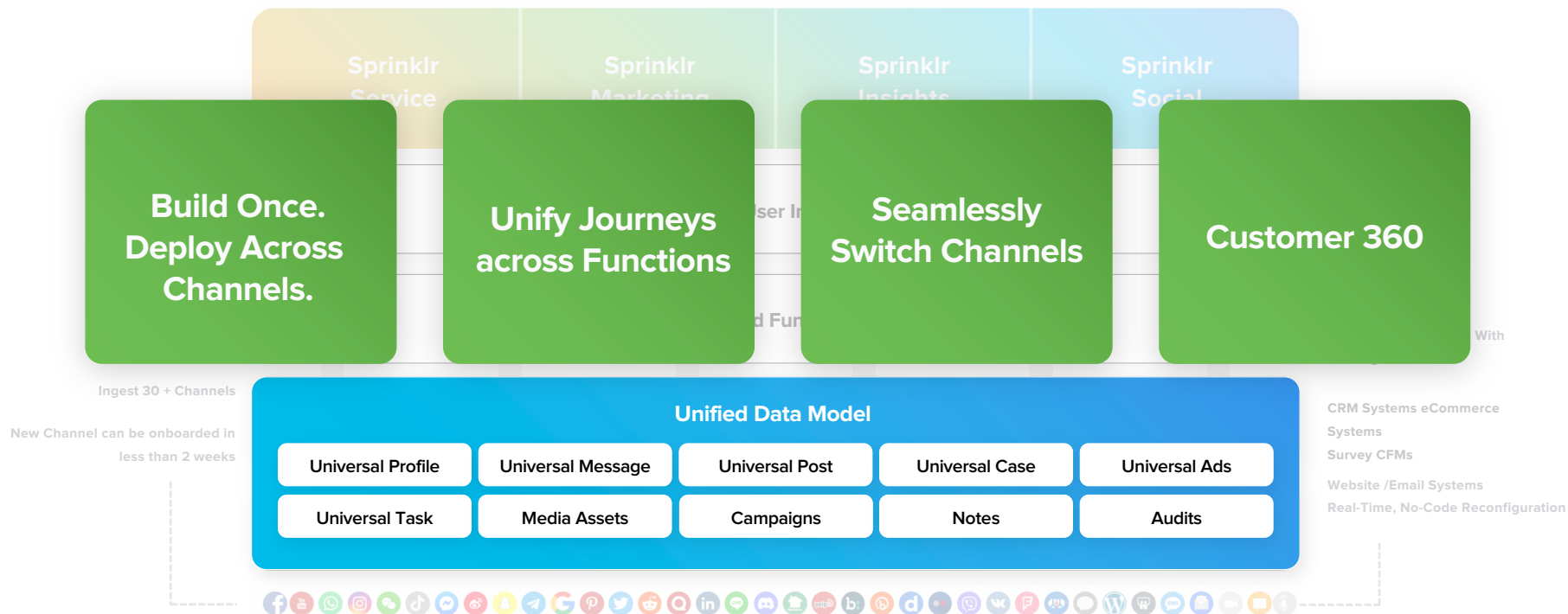


# Unified Data Model: The Foundation of Unified-CXM



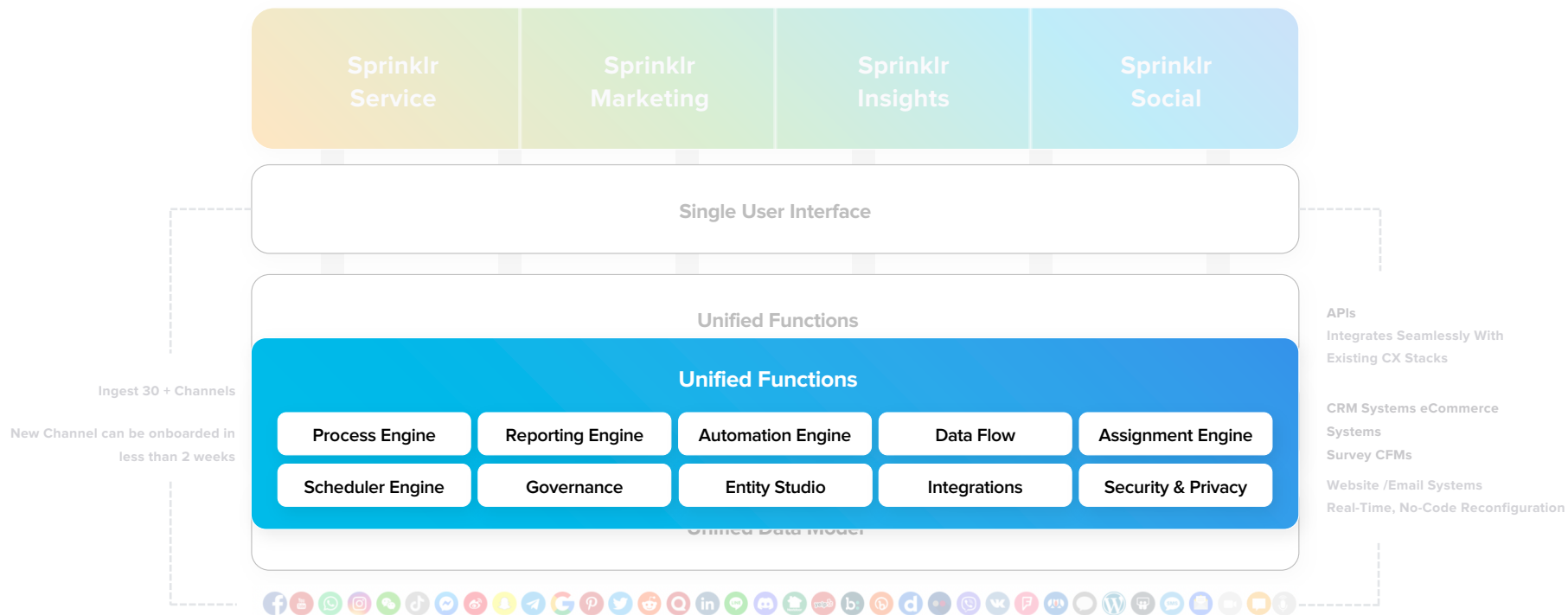


# Unified Data Model Advantages



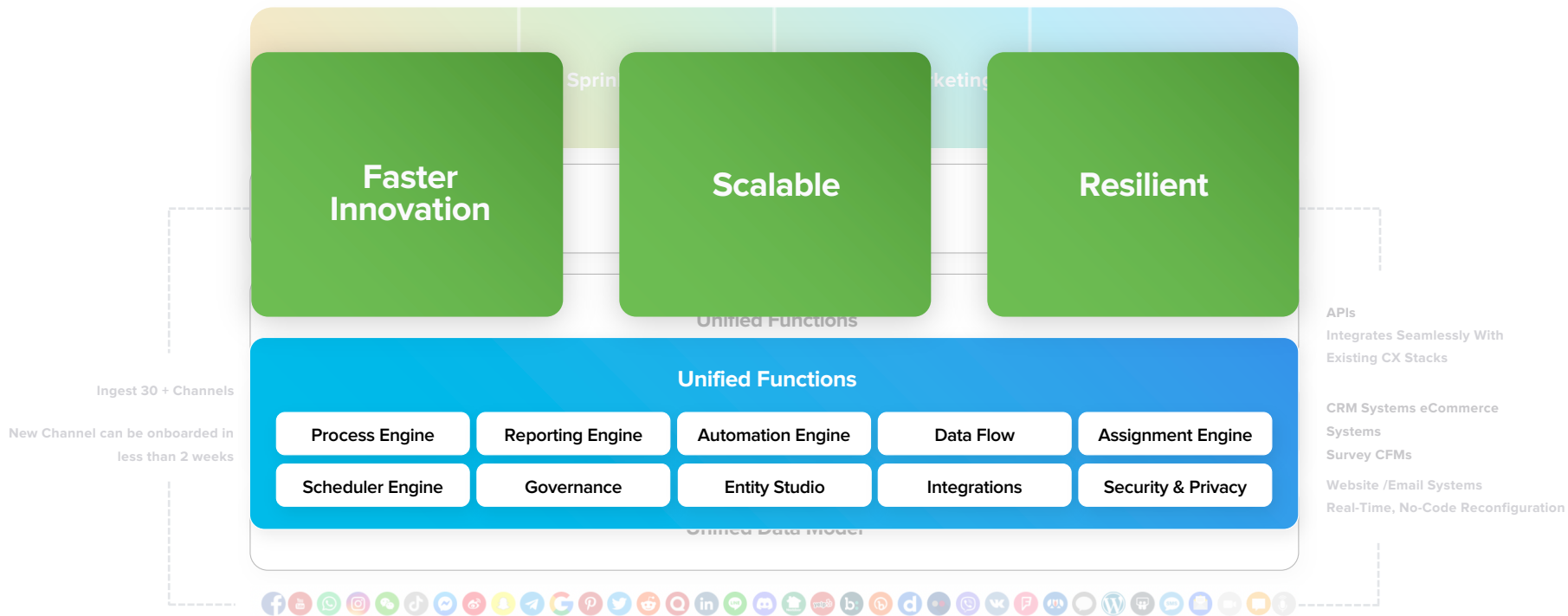


# Unified Functions





## Unified Functions Advantages





# 5 Different Product Examples

1

**Guided  
Workflows**

2

**Chatbots**

3

**IVR**

4

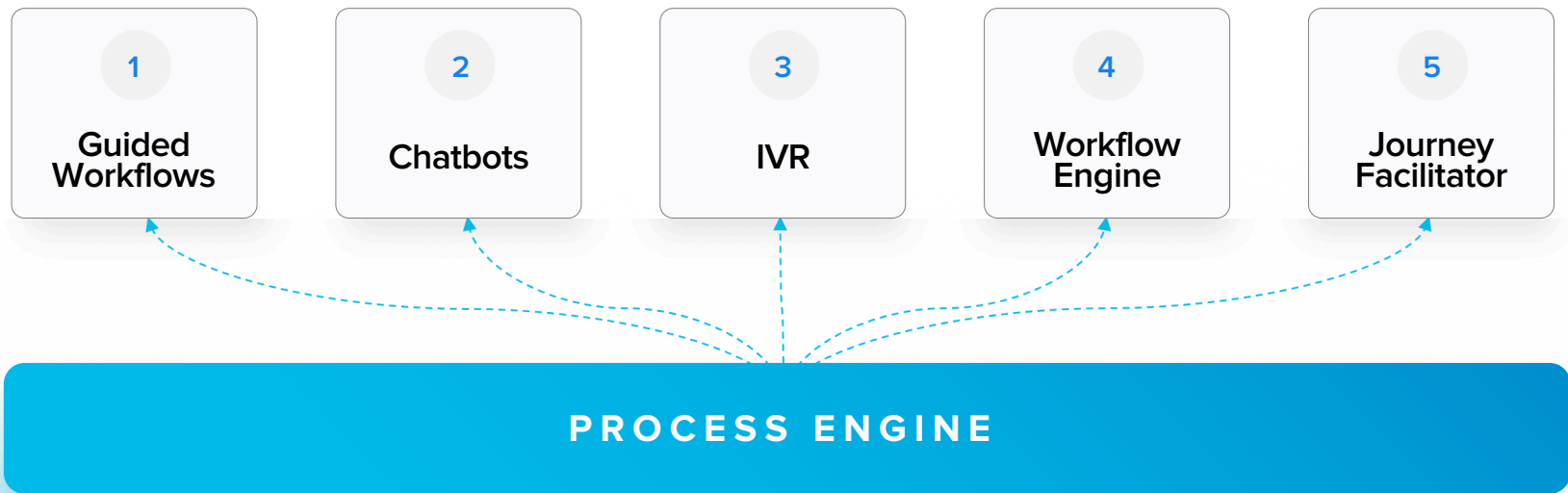
**Workflow  
Engine**

5

**Journey  
Facilitator**

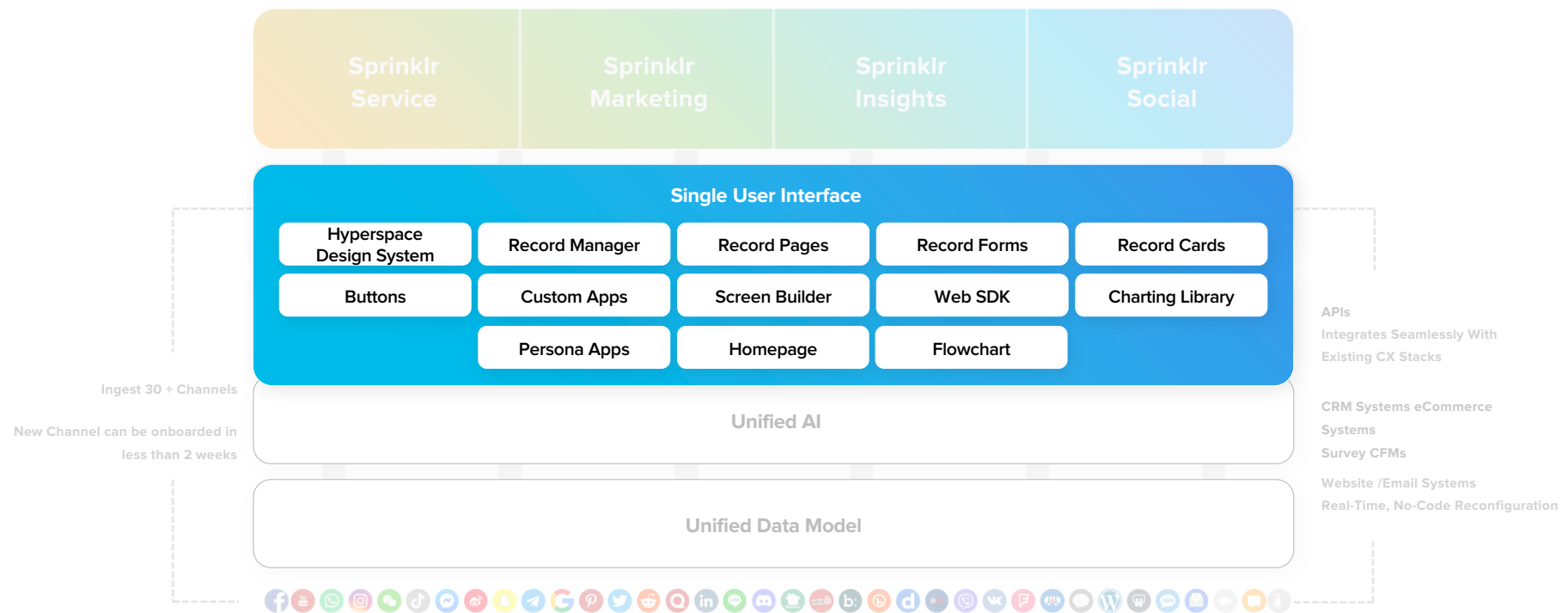


# Process Engine on Same Code Base





# Single User Interface





# 400+ Modular Reusable Components


### Insights (6)

- 3 Tickets received over past 4 months
- Predicted CSAT score dropped by 20% in the past 4 interactions
- 1 Ticket was escalated in the previous 3 interactions
- Top issues were **Durability** (2 Ticket) and **Refund** (1 Ticket)
- Twitter is the primary channel of choice
- Usually responds within 2 min


### Attachments (12)

+ Upload File


Show All



NewACME.png  
Apr 20, 2021



NewACME.png  
Apr 20, 2021




NewACME.png  
Apr 20, 2021

### Notes (3)

+ Add Note

Show all



Abayo Stevens • Nov, 2019


Most of his issues are with the Marketing product. Formulated a plan of action to such issues.

2 Replies (Last reply today at 12:56 PM)

### Smart Assist (9)

Search customer issues

Case #3784921 **Resolved**



Jione Andrea  
@jioan23 • Direct Message

13 min

Hi i got an s20 last month and love it but the charger has stopped working. It's been in the office on the..

### Knowledge Base (9)

Search Knowledge Base

Quality Issues • Public

**Manufacturing Issue**

If our product doesn't perform for you, we'll provide a 20% discount for your next...

Product Issue • Public


**Confirmation Email Not Sent**

Product Issue • Public

**Software acceleration**

### Past Tickets (1)

Ticket #4569210 **Completed**




Rashmi Shegal  
@rashmi\_shegal • Reply

@ShoeSuperstore The latest shoe I ordered seems to be a misfit. Unfortunately, the size ...

Associate A Ticket

### Collaboration (14)


Search



Jessica Henderson • 9:54 AM

Sure, Ronnie! This can be done.


2 Replies (Last reply today at 12:56 PM)



Ronnie Matthews • 9:54 AM

When are you starting on this?

2 Replies (Last reply 2 hours ago)



Alexis Carter • 9:54 AM

I have some ideas around this too!

### Agent Nudge (7)

Case opening - 0/3 Now

- ☐ Introduce yourself
- ☐ Mention brand's name
- ☐ Ask for issue

Manager notified 8h

Case opening: Please follow the steps to resolve the query 0/3 8h

Hello! My name is %agent name% and I am



# Easy Customization.

# Same Use Case. Different Customers.

## Customer 360 for Banking Industry

The screenshot displays the Sprinklr Customer 360 interface for a banking customer, Rashmi Sehgal. The interface is divided into several sections:

- Header:** Includes the Sprinklr logo, a back arrow, the customer name "Rashmi Sehgal", and action buttons for "Schedule Meeting", "Email", "Call", "Initiate Workflow", and a menu icon.
- Search and Filters:** A search bar with a filter icon and a "C" button.
- Activity (12):** A list of recent activities. The first activity is a "Meeting - Product Upgrade Discussion" from today, 23 Sep, 2022, at 10:30 AM - 12:40 PM, involving Rashmi Jain. The second activity is "Purchased a car" (Honda CRV) for ₹22,50,000, with a loan of ₹10,00,000. The third activity is a "Credit Card limit increase for Rashmi" for an InterMiles Credit Card, with a limit increase of ₹6,00,000, expiring on 12 Oct, 2024.
- Alerts & Insights:** A section showing alerts such as "Mortgage Account (Ending 3245) is on hold" and "Possible fraudulent transaction on Cash Rewards Visa Signature Account Ending - 4568". It also lists "3 New Assets purchased over past 4 months" and "Credit card payment not done on time for 3 consecutive months".
- Properties:** A section showing client details, marital status, company, and financial details. The client is Rashmi Sehgal, married, works for Acme Inc, and has a net worth of ₹3,42,68,000.

## Customer 360 for Customer Service

The screenshot displays the Sprinklr Customer 360 interface for a customer service customer, Rashmi Sehgal. The interface is divided into several sections:

- Header:** Includes the Sprinklr logo, a back arrow, the customer name "Rashmi Sehgal", and a "CSAT Score" of 49.
- Search and Filters:** A search bar with a filter icon and a "C" button.
- Activity (12):** A list of recent activities. The first activity is a "Ticket #3784921" from today, 23 Jul 2021, involving Rashmi Sehgal. The second activity is a "Ticket #3784921" from today, 23 Jul 2021, involving Rashmi Sehgal. The third activity is a "Ticket #3784921" from today, 23 Jul 2021, involving Rashmi Sehgal.
- Details:** A section showing contact details, including email (rashmi@acme.com), phone number (+91-7182936281), and company (Acme Inc). It also shows social profiles for @rashmihsehgal on Twitter, with 708 tweets, 69.12K followers, and 102 following.
- Insights (6):** A section showing insights such as "3 Tickets received over past 4 months", "Predicted CSAT score dropped by 20% in the past 4 interactions", and "1 Ticket was escalated in the previous 3 interactions".
- Company Details:** A section showing company details, including company name (Acme Inc), website (styletrends.com), and LinkedIn page (linkedin.com/styletrends).



# **Reusable Frontend and Backend Architecture allows for Faster Innovation**



# Platform Company Advantages

**1**

**True Omni-Channel  
Communications Engine**

**2**

**Centralized Governance  
across Markets  
& Business Units**

**3**

**Unified Front-Office  
Architecture across  
Customer-Facing Functions**

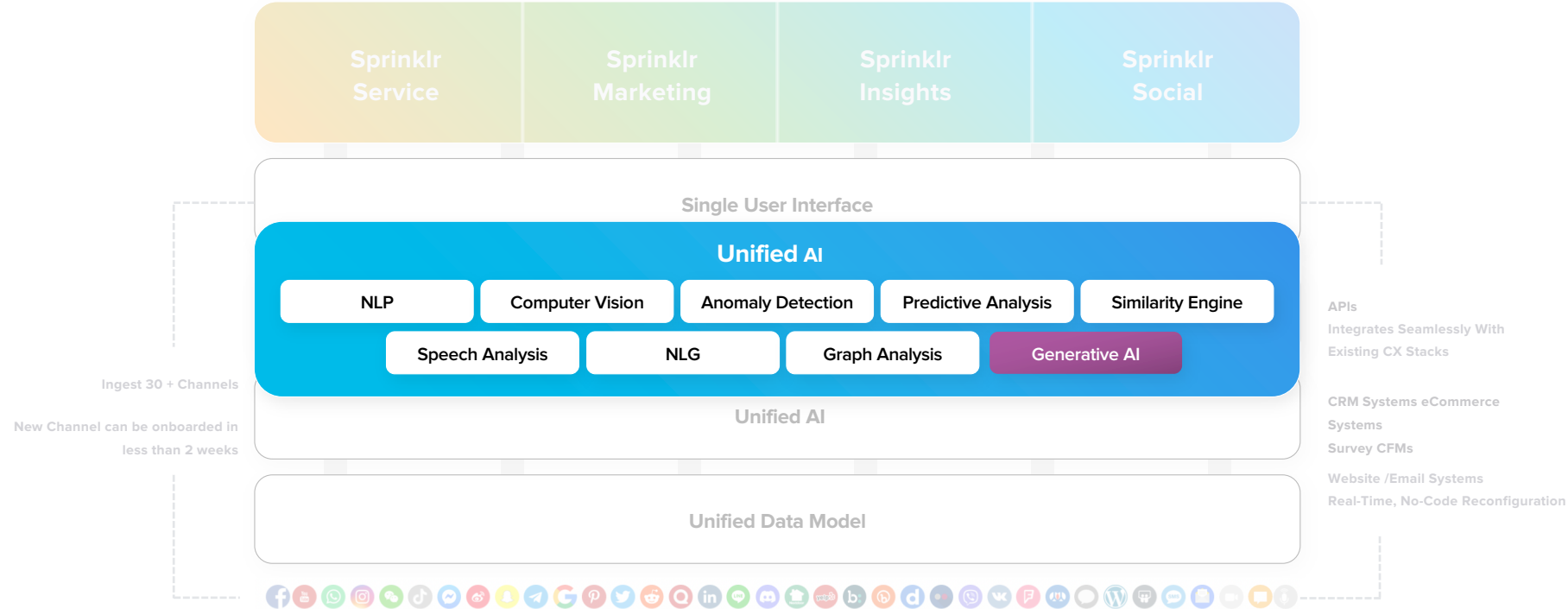


A night sky with the Milky Way galaxy visible as a bright, colorful band of stars and dust stretching across the frame. The constellation Ursa Major is prominent in the upper right corner. The sky is reflected in a body of water at the bottom, which is illuminated by a warm, orange glow from the left. The text "Unified AI" is centered in the middle of the image.

# Unified AI

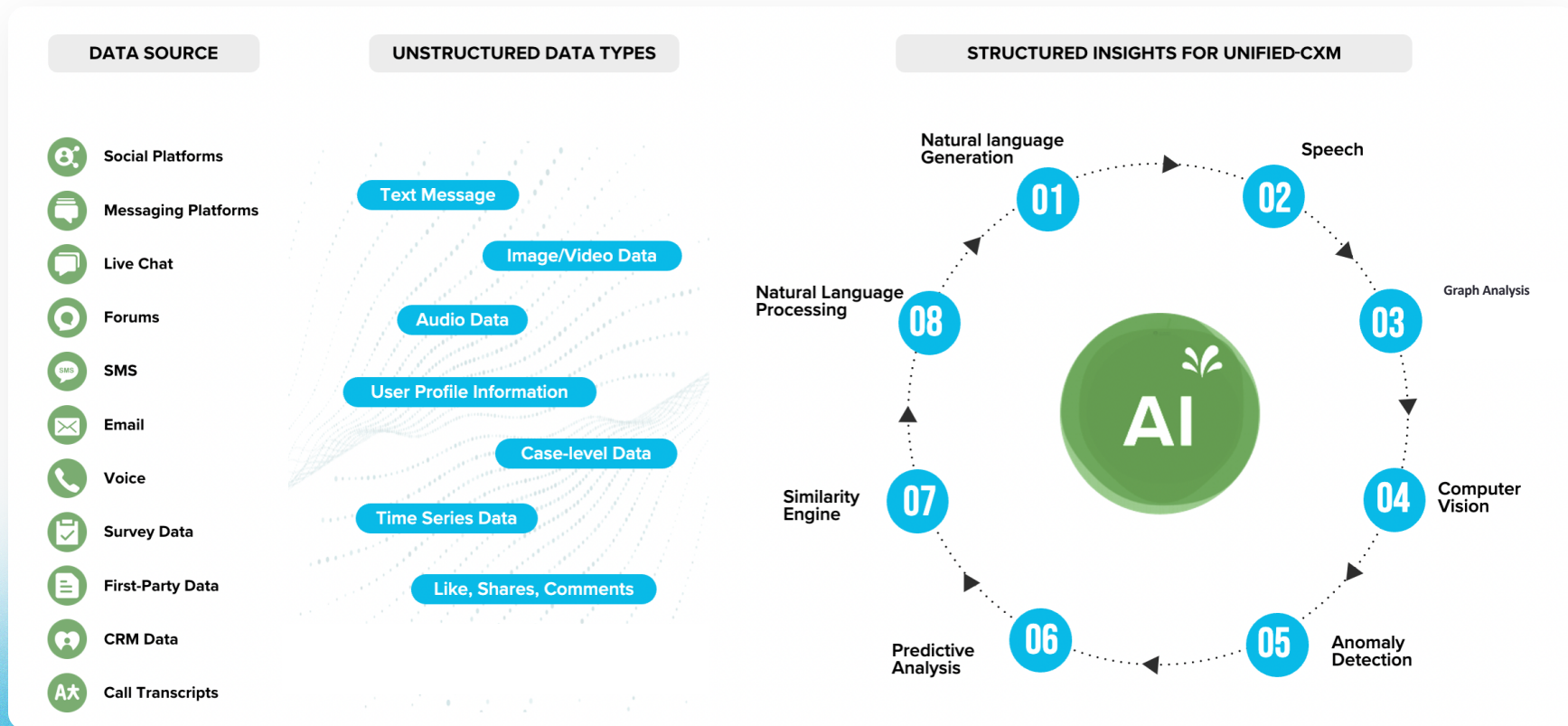


# Unified AI





# Extracting Structured Insights from Multiple Data Sources





# Sprinklr AI Products



Quality  
Management



Workforce  
Management



Conversational  
Analytics



Conversational  
AI



Voice Bots



Creative Insights



Product Insights



Visual Insights



Media Insights



Location  
Insights



AI Studio



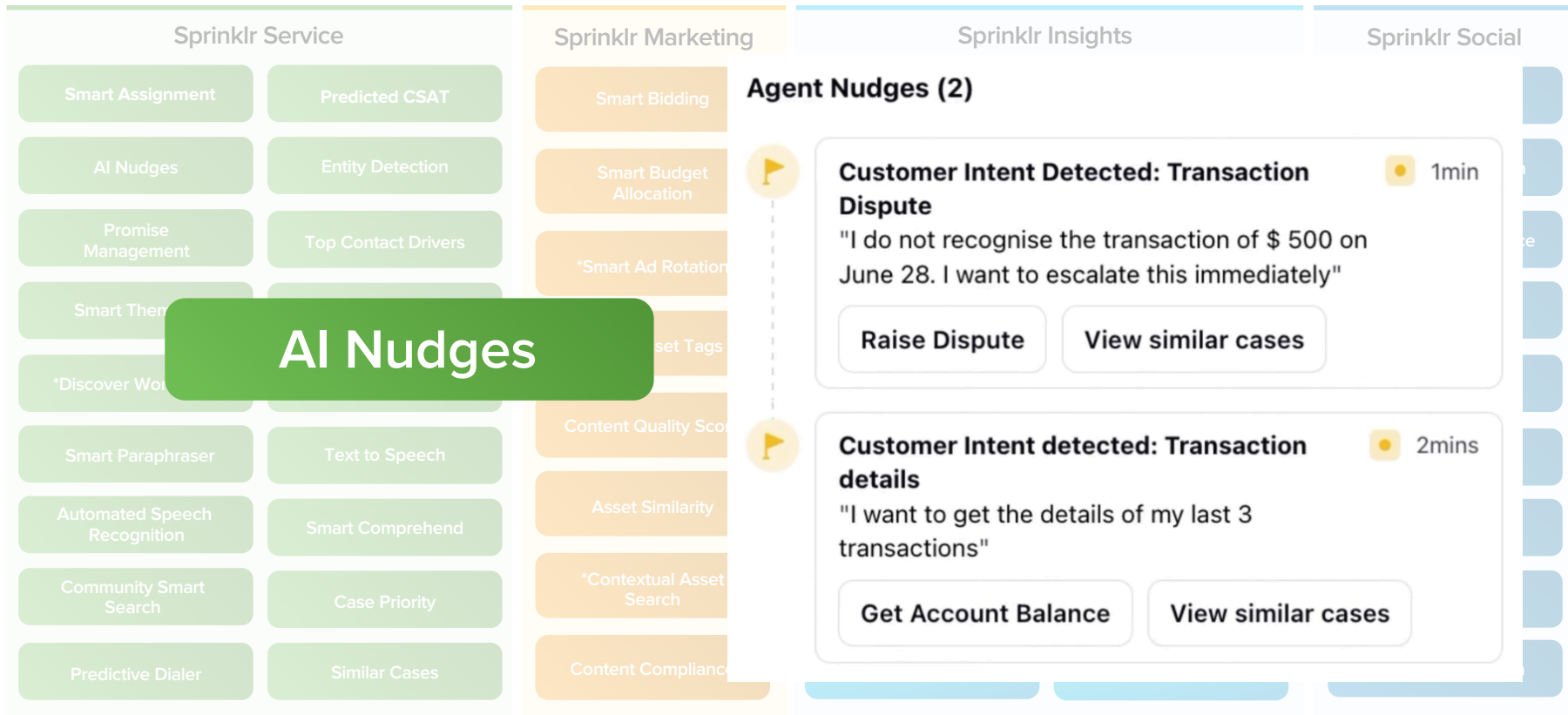
# Sprinklr AI Features Across Products

Sprinklr Service		Sprinklr Marketing	Sprinklr Insights		Sprinklr Social
Smart Assignment	Predicted CSAT	Smart Bidding	Smart Insights	Message Relevancy	Smart Scheduling
AI Nudges	Entity Detection	Smart Budget Allocation	Insight Assistant	Entity Detection	Intuition Moderation
Promise Management	Top Contact Drivers	*Smart Ad Rotation	Paid Post Detection	Smart Themes Explorer	Response Compliance
Smart Themes	Smart Compose	Smart Asset Tags	Sentiment & Emotion Detection	Keyword Recommendation	NSFW Content Detection
*Discover Workflows	Smart Response	Content Quality Score	Spam Detection	Content Tones	Message Categorization
Smart Paraphraser	Text to Speech	Asset Similarity	Interests Detection	Content Themes	Hashtag Recommendation
Automated Speech Recognition	Smart Comprehend	*Contextual Asset Search	Smart Alerts	Smart Trends	OCR Detection
Community Smart Search	Case Priority	Content Compliance	Influencer Score	Conversational Insights	Smart Alerts
Predictive Dialer	Similar Cases				Sentiment Detection

\*Roadmap Features



# Sprinklr AI Features Across Products

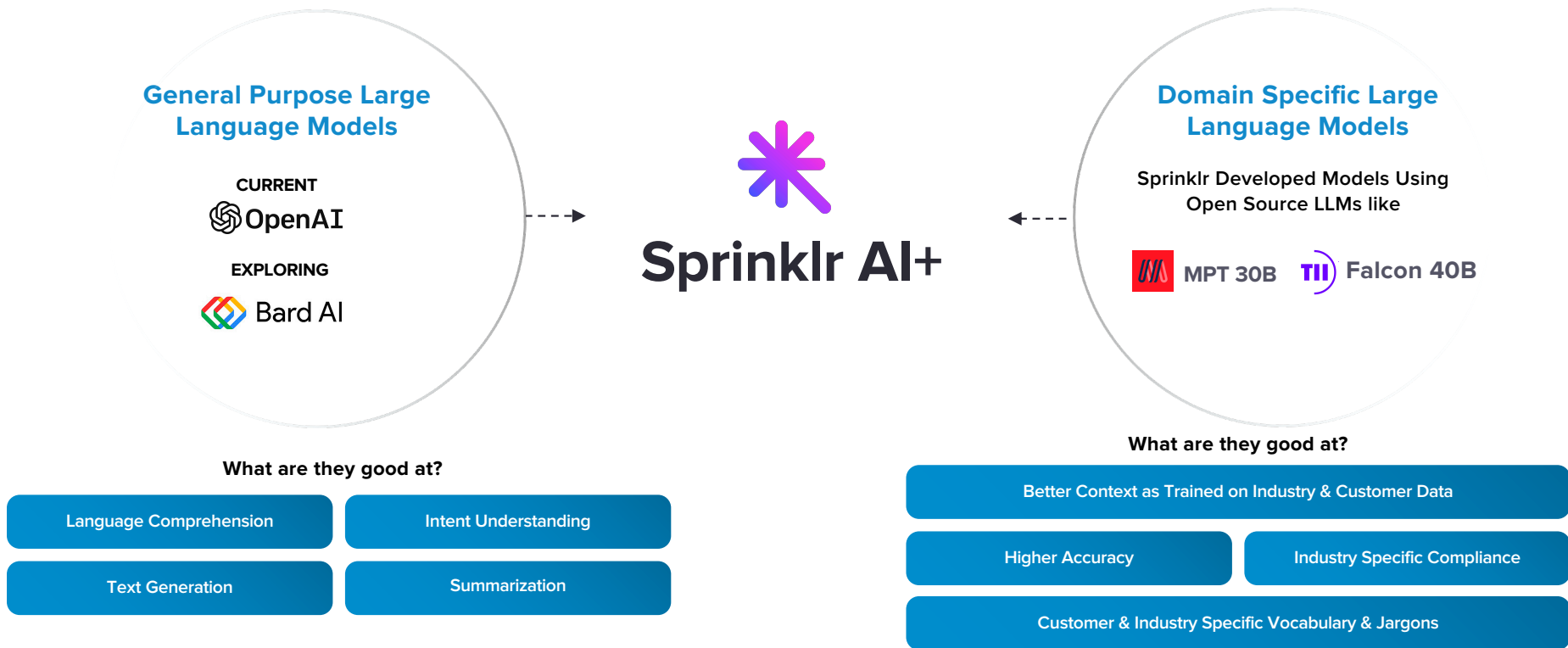


\*Roadmap Features



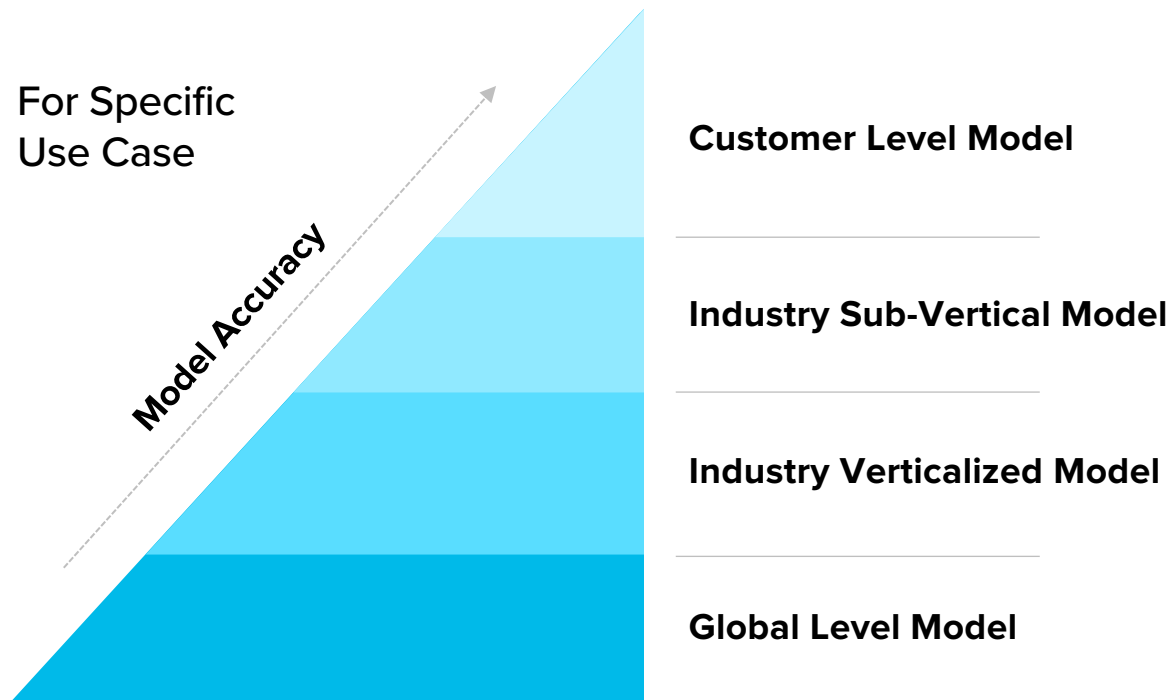
# LLM Agnostic Approach to Generative AI.

## Focus on Domain Specific LLMs.





# Customer Specific Models: Higher Accuracy






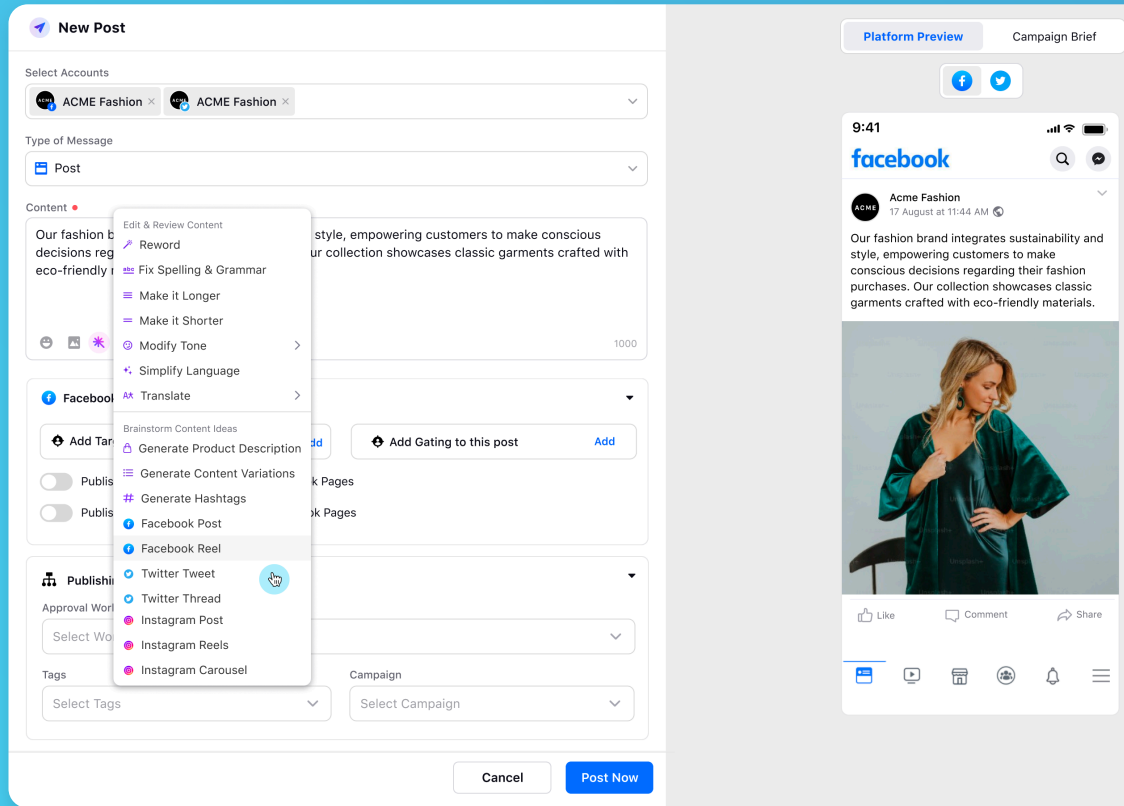
# Generative AI Big Unlocks

 Language  
Generation

 Comprehension &  
Summarization

 Question  
Answering

## ✦ Content Creation





# Generative AI Big Unlocks



Language  
Generation



Comprehension &  
Summarization



Question  
Answering

## ✦ Case Summarization

The screenshot displays a customer support interface. On the left, a list of tickets is shown, each with a unique ID, a time estimate, and the assigned agent. The main panel shows the details of ticket #688121, assigned to Rashmi Shehgal. A 'Case Summary' box provides a concise overview of the issue and the steps taken by the brand. Below this, the chat history shows the customer's initial complaint and the agent's response. The right sidebar contains the agent's profile, ticket properties, and a knowledge base search bar.

**Ticket List:**

- #688121 (00:05:32) - Rashmi Shehgal (@Rashmi.Shehgal): I'm unable to send messages on my phone. Can you please help me? (Jan. 12, 2021)
- #1594870 (00:01:00) - Heather Jacobs (HJ): Unable to make purchase on the website, it keeps saying 'account invalid...' (Jan. 12, 2021)
- #2389273 (00:01:10) - Craig Mason (craig.mason@gmail.com): Refund request for ACME basic jeans (Jan. 12, 2021)
- #888121 (10:17) - John Smith (@johnnysmith): (Jan. 12, 2021)

**Ticket #688121 Details:**

**Case Summary:**

- Contact Driver:**
  1. User has a new phone Acme 13 Pro phone
  2. User has activated MMS messaging on Message App
  3. User is unable to send MMS messages
- Actions taken by Brand:**
  1. Brand has asked the user to remotely verify their identity by confirming pin
  2. Brand has pinged their router to check if it is an internet connection issue
  3. Brand has suggested the reason for this issue might be lack of account balance due to which MMS messages are not going out
- Pending actions:**
  1. Brand needs to send a popup on user's phone to top up account balance
  2. Once confirmed and payment is done, brand will send the invoice to the customer

**Chat History:**

Customer: We were checking your internet connection by establishing a ping with your router. You seem to have a decently fast internet connection.

Agent: Hey Rashmi, This seems to be an account balance issue. We can fix this by topping up your balance

**Knowledge Base (9):**

- Quality Issues • Public
- Manufacturing Issue: If our product doesn't perform for you a 20% discount for your next...
- Product Issue • Public
- Confirmation Email Not Sent



# Generative AI Big Unlocks



Language  
Generation



Comprehension &  
Summarization



Question  
Answering

## Smart Response+

The screenshot displays a customer support interface with three main sections:

- Tickets List:** A list of tickets assigned to the user. Each ticket includes a ticket number, customer name, email, and a status indicator (e.g., "00:05:32" in green, "00:01:00" in orange, "00:01:10" in pink).
- Chat View:** A detailed view of a chat conversation for Ticket #688121. It shows the customer's message, the agent's response, and a "Smart Responses" section with suggested replies.
- Knowledge Base:** A section on the right side of the interface containing search results for "Manufacturing Issue" and "Confirmation Email Not Sent".

**Smart Responses (13)**

- Check App Version
- Troubleshooting Scenarios
- Verify Other Content



# Generative AI: Embedded Across Product Suites

Sprinklr Service		Sprinklr Marketing	Sprinklr Insights	Sprinklr Social
Case Summary	*Conversational AI+	Campaign Strategy Suggestions	Topic Query Assistance	Channel Specific Content Suggestions
*Next Best Action	Smart Responses+	Campaign Brief Generation	*Conversation Stream Summarization	Hashtag Recommendation
Answer Extraction from KB	*Quality Management+	Copy Assistance	*Insights Assistance+	Campaign Ideas
*Playbook Adherence	*Discover Workflows+	*Content Review	News Summarization	Content Localization
*Community Smart Search+	Auto Disposition of Case	Content Localization	Query Translation	Campaign Brief Generation
*Smart Comprehend+	Product Recommendations	*Ask AI+	*Ask AI+	Content Paraphraser
Reply Tonality	Reply Expansion	*Creative Insights+	Keyword Suggestions	Content Tonality
Paraphrasing	Grammar & Spell Check	*Creative Recommendations+		Expand or Reduce Content

\*Roadmap Features



# Verticalized AI – Airline Industry

## SPRINKLR OFFERS PRE-BUILT AIRLINE INTENTS



### Bookings

- New Booking
- Modify Booking
- Booking Cancellation
- Group Booking + more



### Flight Information

- Flight Status
- Flight Modification
- Flight Upgrades
- Gate Information + more



### FAQs

- Conditions for Refund
- Carrying Alcohol
- Vaccination Requirement
- PNR Enquiry + more



### Travel Assistance

- Visa Requirements
- Traveling with Medical Equipment
- Layover Hotels
- Lounge Access + more



### Check-in and Boarding

- Web Check-in
- Request Adjacent Seats
- Check-in Assistance
- Download Boarding Pass + more



### Loyalty Programs

- Offers & Discounts
- Registration
- Membership Details
- Redeem Reward Points + more



### Baggage Related

- Baggage Allowance
- Oversized Baggage
- Baggage Claims
- Delayed/Damaged Baggage + more



### Meals and Special Requests

- Special Assistance
- Traveling with Children
- Pet Carriage
- Special Meals + more



### Customer Support

- Payment Issues
- Website & App Issues
- Refunds
- Customer Feedback + more



# \$ Verticalized AI – Financial Service Industry

## SPRINKLR OFFERS PRE-BUILT BANKING INTENTS



### Account Management

- Balance Enquiry
- Request Statement
- Account Opening
- Request Cheque Book + more



### Loans

- Loan Enquiry
- Loan Cancellation
- Existing Loan Details
- Loan Pre-closure + more



### Insurance

- Buy Insurance
- Loan Protection Insurance
- Insurance Cancellation
- Insurance Renewal + more



### Credit Cards

- Request Credit Card
- Request Card Statement
- View Reward Points
- Credit Card Hotlisting + more



### Collection & Deposits

- EMI Repayment Schedule
- Set Auto Pay
- Manage Auto pay
- Bill Payment + more



### Promotions

- Request Offers
- Preapproved Loan
- Credit Card Upgrade
- Loan Offers + more



### Wealth Management

- Open Fixed Deposit
- Request Liquidation
- Enquire Interest Rate
- Fee Spend Detail + more



### FAQs

- Branch Location Query
- Set Alerts
- Change Email address
- ATM Location Query + more



### Customer Support

- Transaction Dispute
- Reissue Card
- Stop Cheque Payment
- Regenerate PIN + more



# AI Built to Assist All Users



## Customer

"Quick, Easy and Self Serve Resolution without being able to repeat themselves"



## Customer Service Agent

"Improve Productivity of Agents using AI Assist Tools to help solve queries faster"



## Customer Service Supervisor

"Quick Insights to what's going well and what's not working with recommended insights"



## Social Media Manager

"Enhance Productivity using AI to help create content and publish more diverse content quickly"



## PR Analyst

"Proactive, Timely & Actionable Insights for Crisis Management"





## Rebecca, **Customer Service Agent** Case: Transaction Dispute...





**Alex, Customer Service Supervisor**  
**Need:** How to coach team on...



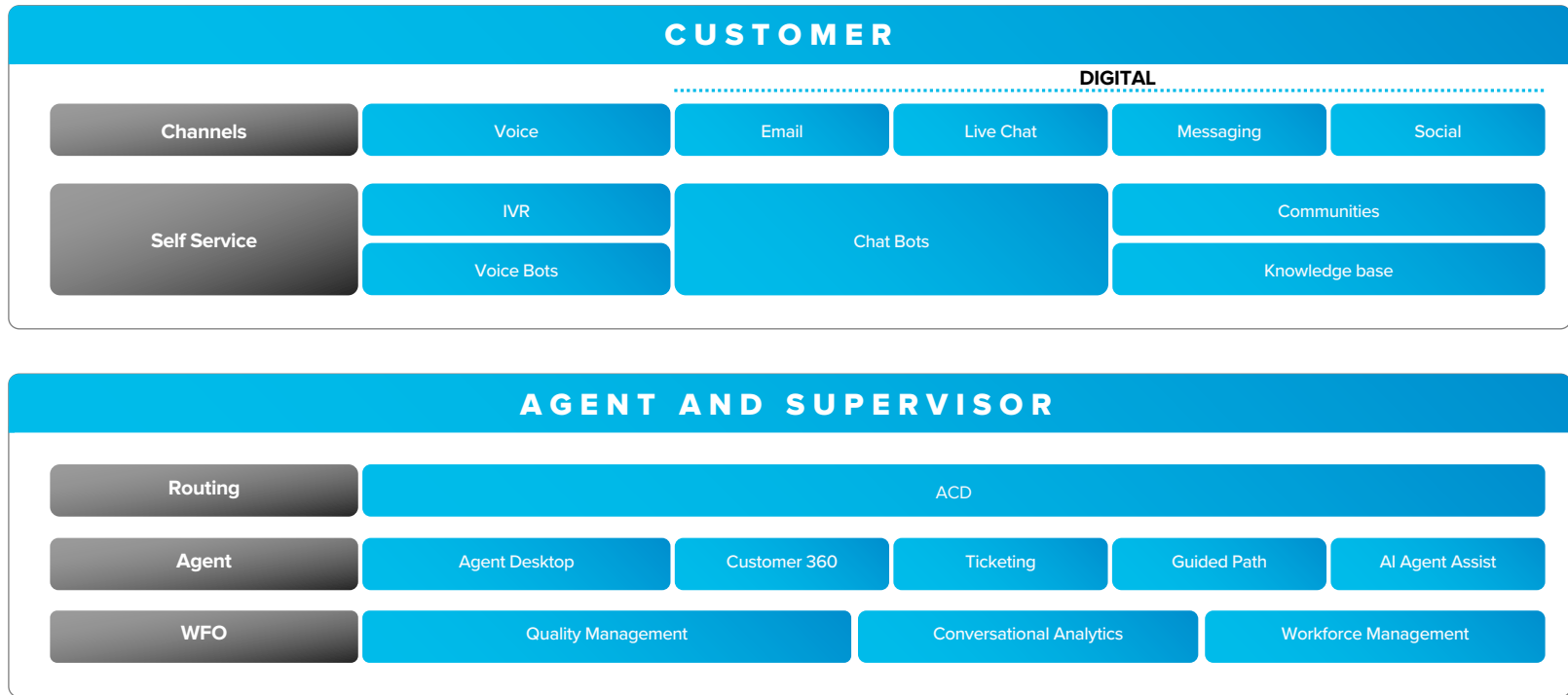


**Alex, Fashion Social Media Manager**

**Task:** Launch sustainable women's clothing line ...



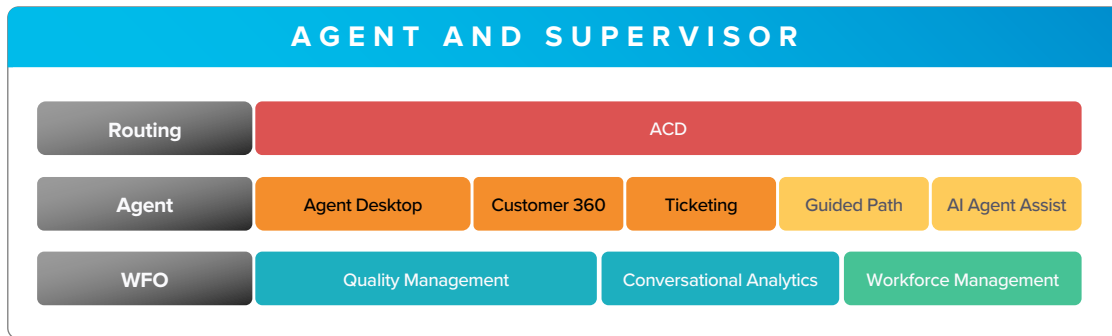
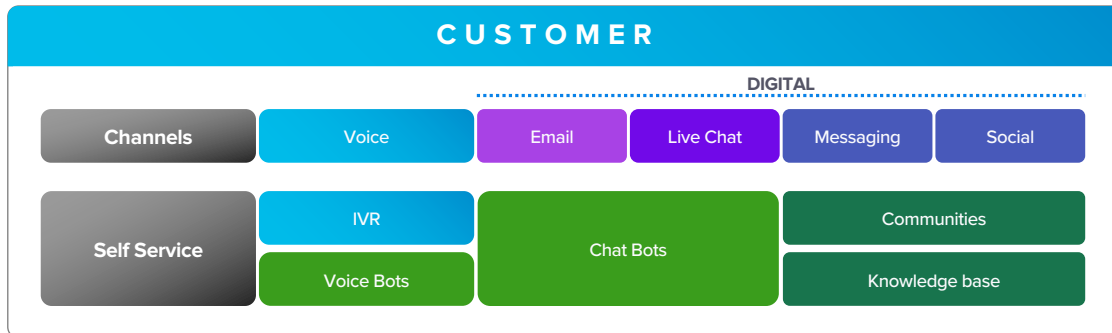
# Typical Contact Center





# Multiple Point Solutions.

## Higher TCO in Contact Centers.



Components	Responsibility	Costs
Voice & IVR	Vendor A	\$\$
Email	Vendor B	\$\$
Live Chat	Vendor C	\$\$
Social & Messaging	Vendor D + E	\$\$
Chatbots & Voice Bots	Vendor F	\$\$
ACD	Vendor J	\$\$
Ticketing	Vendor K	\$\$
CCAI & QM	Vendor L	\$\$
Workforce Management	Vendor M	\$\$
AI Agent Assist & Guided Path	Vendor N	\$\$
KB & Community	Vendor O	\$\$
Multiple Integration Cost		\$\$
Multiple Implementation Cost (SI)		\$\$
Multiple Training Costs		\$\$



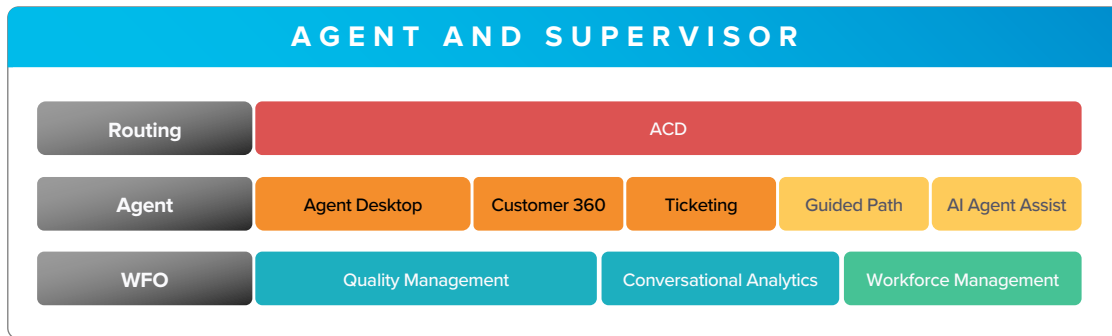
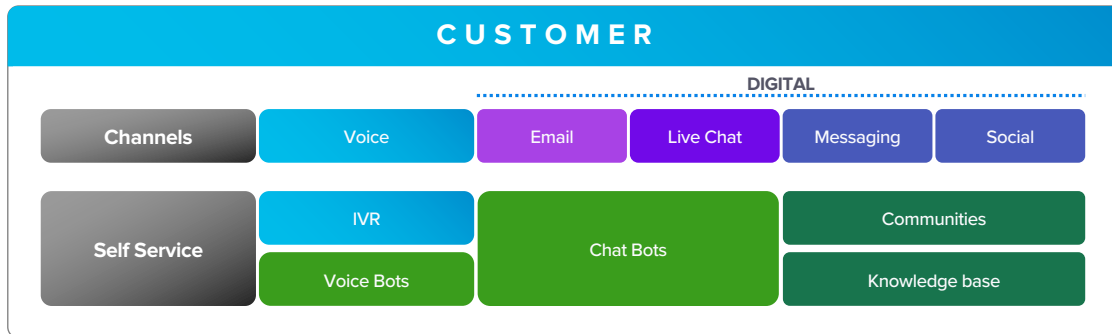
A night sky with the Milky Way and a constellation of stars, reflected in water.

# **Sprinklr Service**

## Unified CCaaS Platform



# Siloed Point Solutions: Higher Agent Attrition



1

## Higher Agent Fatigue

Manual processes as systems are not connected

2

## Lower Efficiencies

Complexities across systems to solve customer query

3

## Training Complexities

Needs to learn multiple systems

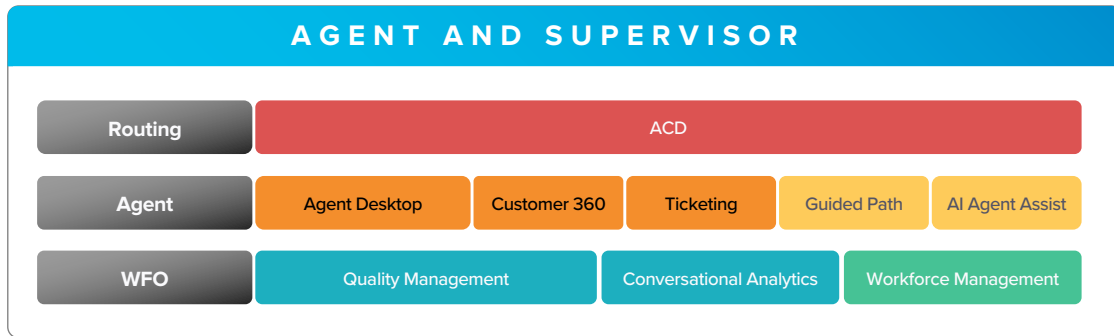
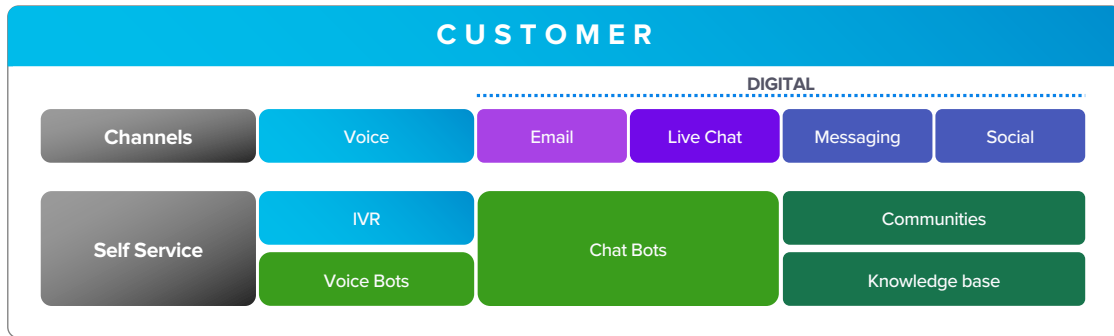
4

## Information Silos

Struggles to get unified view of customer while solving case



# Siloed Point Solutions: Inconsistent Customer Experience



1

## Repeating Information

Lack of interaction history as systems are not connected

2

## Lack of Personalization

As there is no single source of unified customer data

3

## Lower CSAT

Due to higher resolution times & Inconsistent experiences across channels

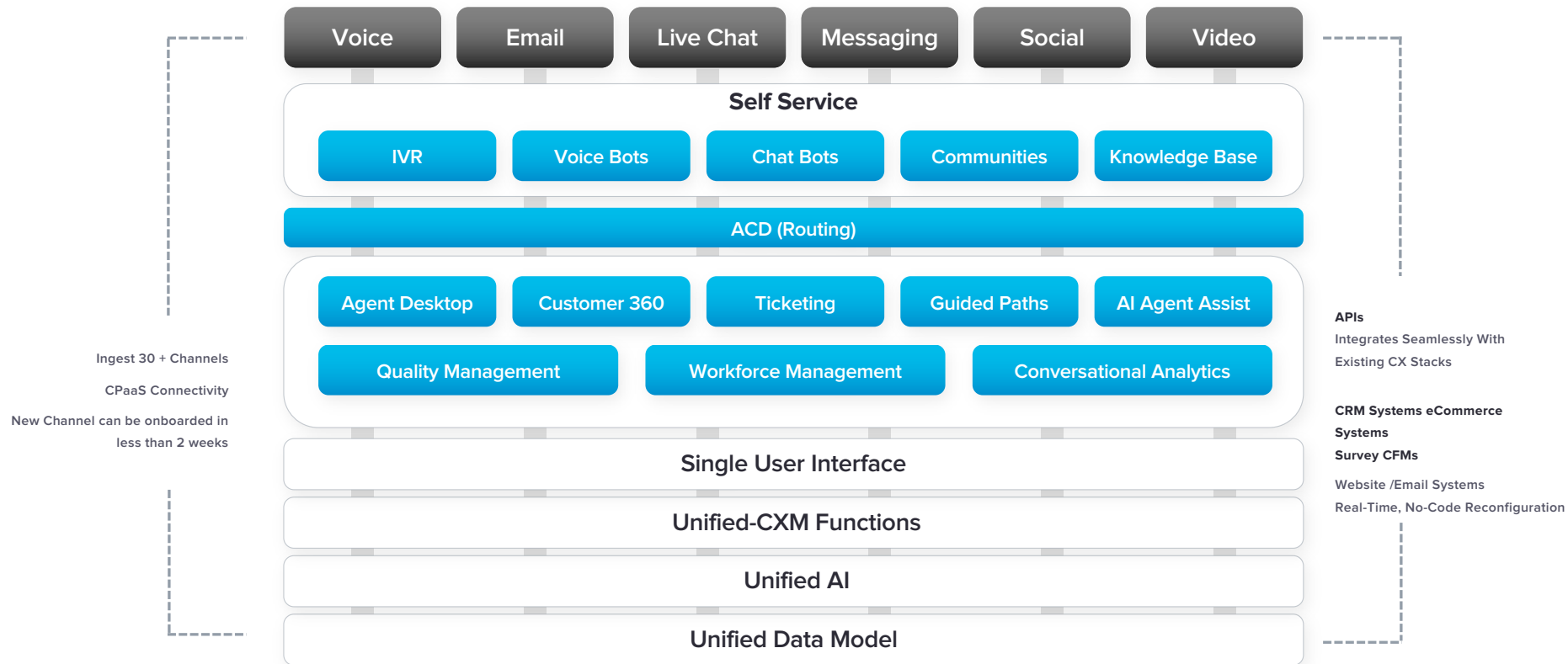
4

## Missed Upsells

Siloed data prevents agents from having a holistic view of the customer profile



# Introducing Sprinklr Unified CCaaS Platform





## Benefits: Unified CCaaS Platform

**1**

**Seamless, Consistent  
Customer Experience  
across Channels**

**2**

**Lower Agent Attrition**

**3**

**Lower Total Cost  
Ownership (TCO)**



# AI-First CCaaS





# AI-First Unified CCaaS

## Improvement in Business Outcomes

### YoY Improvement – Leading Bank



### YoY Improvement – Leading Electronics Company



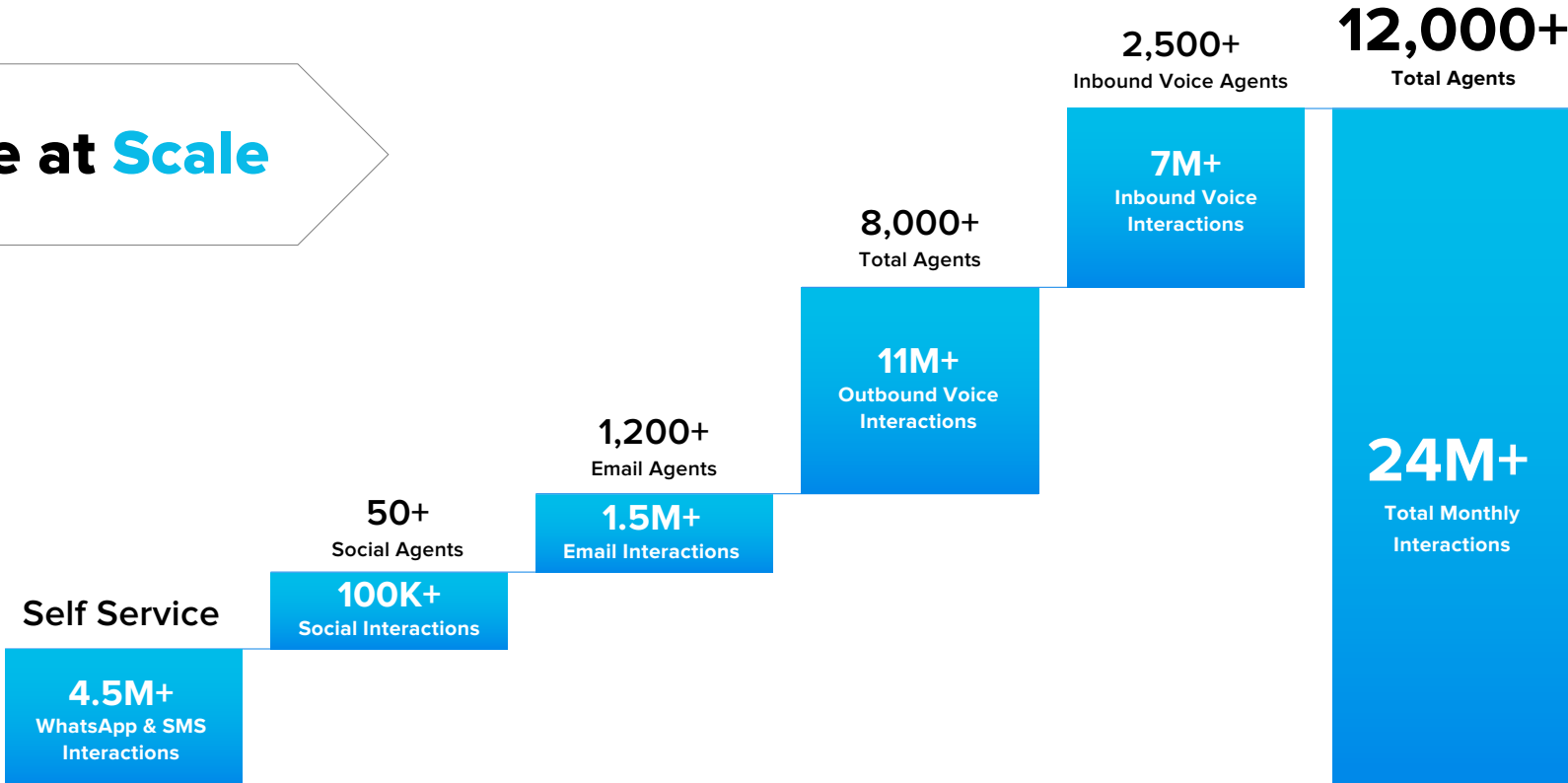
### YoY Improvement – Leading Home Security Company





# Banking Customer: Monthly Scale

Live at **Scale**





# **Sales and Go-to-Market Strategy**

Paul Ohls, Chief Revenue Officer



# Untapped Opportunity Across Regions



**64%**  
FY23 REVENUE



USA

Remains largest  
untapped TAM



Canada



LATAM (e.g., Brazil)



**29%**  
FY23 REVENUE



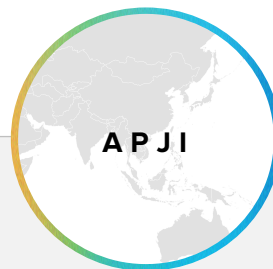
UK



Germany



France



**7%**  
FY23 REVENUE



Australia



Japan



India





# Go-To-Market Strategy

**43,000**  
TARGET COMPANIES<sup>1</sup>

*Vector 1*

**\$1B+**  
annual revenue

*Field Sales*  
*Land & Expand*

PLG / Self-Service

Partners

*Vector 2*

**\$250M - \$1B**  
annual revenue

*Inside Sales*

*Vector 3*

**<\$250M**  
annual revenue

<sup>1</sup> Companies based on Sprinklr estimates and industry research



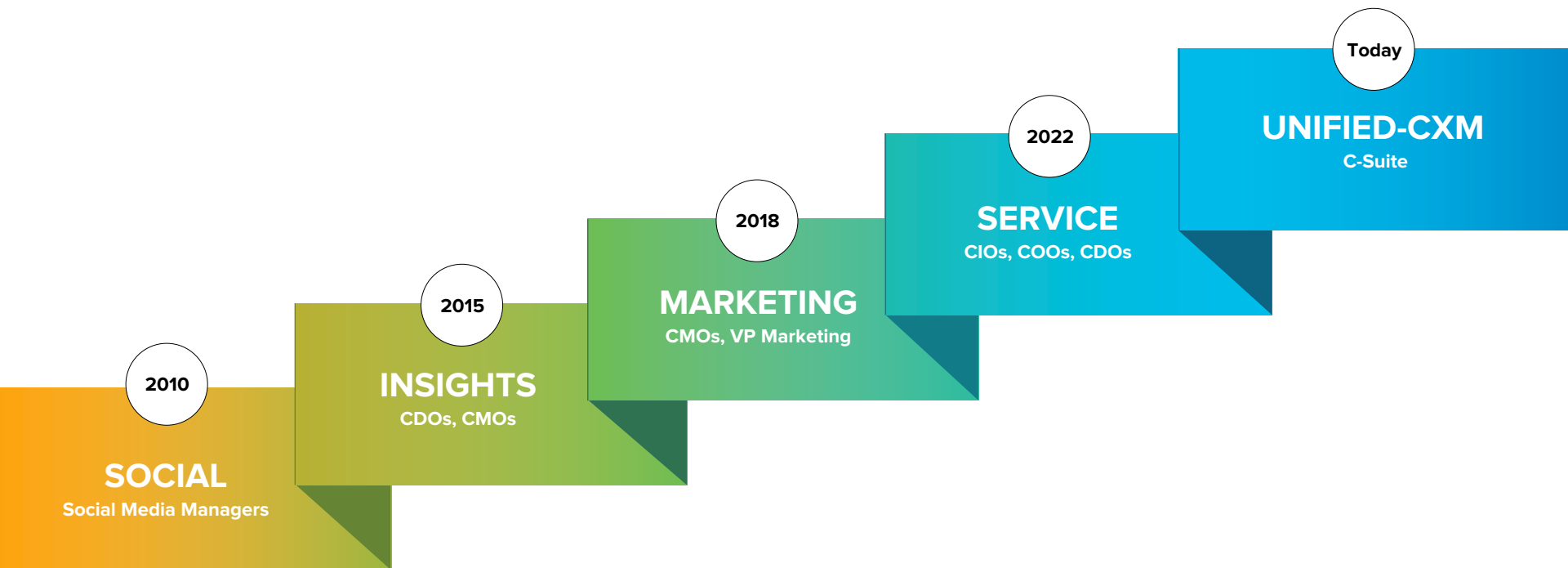
# Broad, Diverse Customer Base



SOURCE: Forbes World's Most Valuable Brands



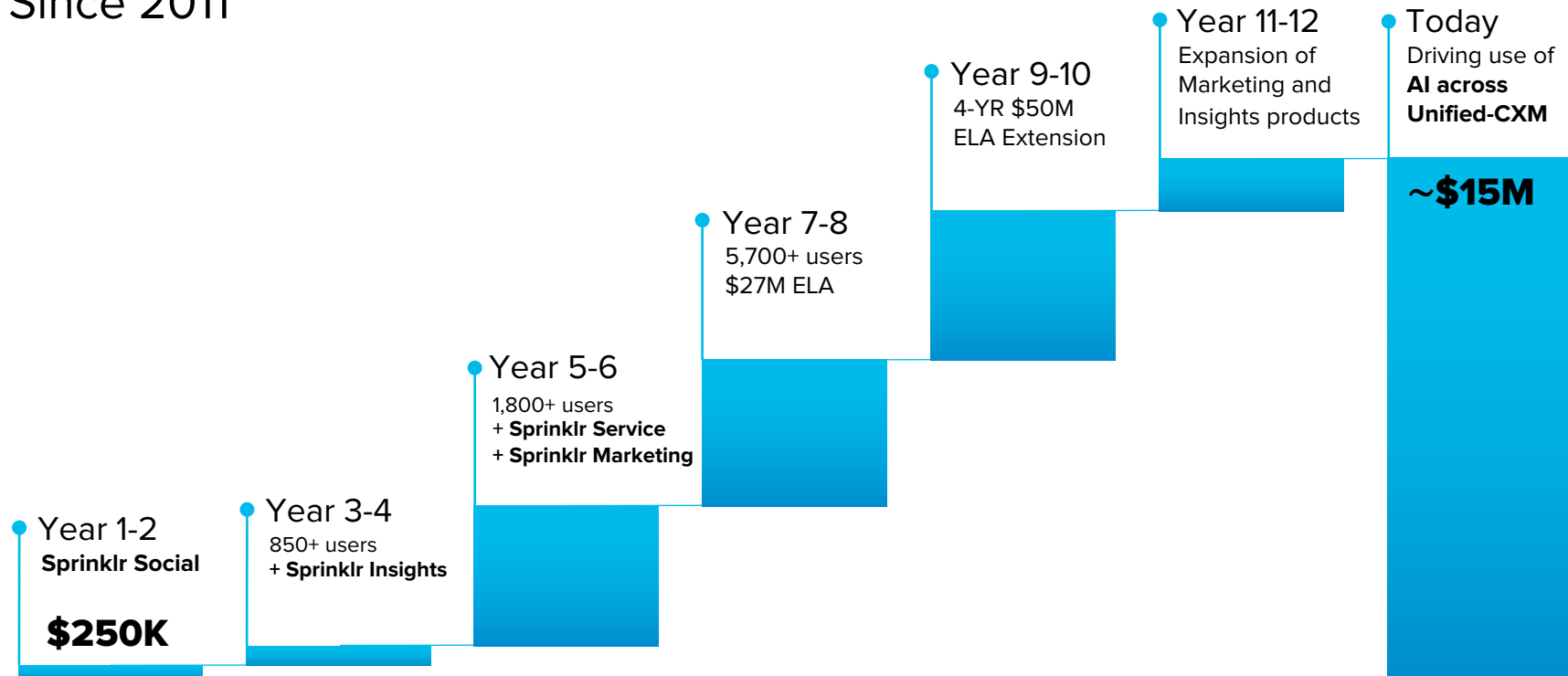
# Evolved Entry Points and Buying Personas





# Customer Journey: Technology

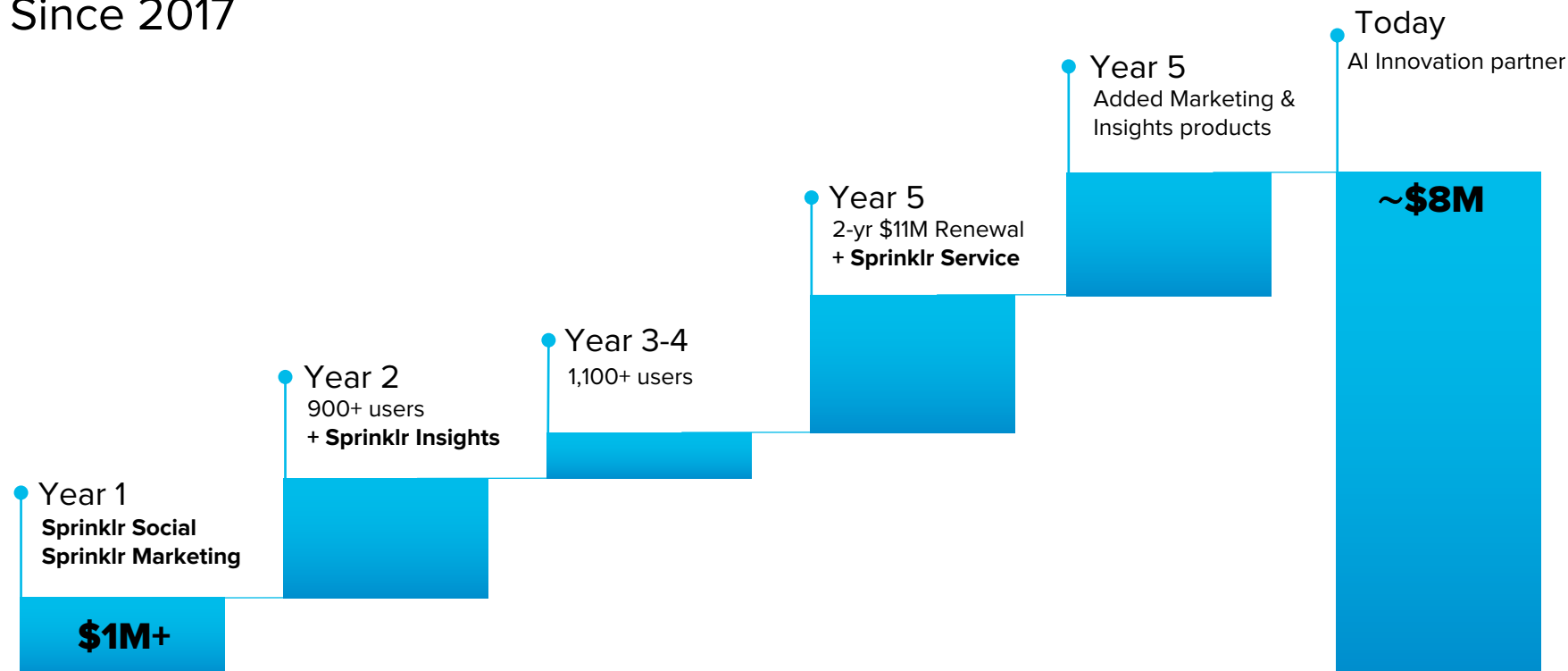
Since 2011





# Customer Journey: Beverage

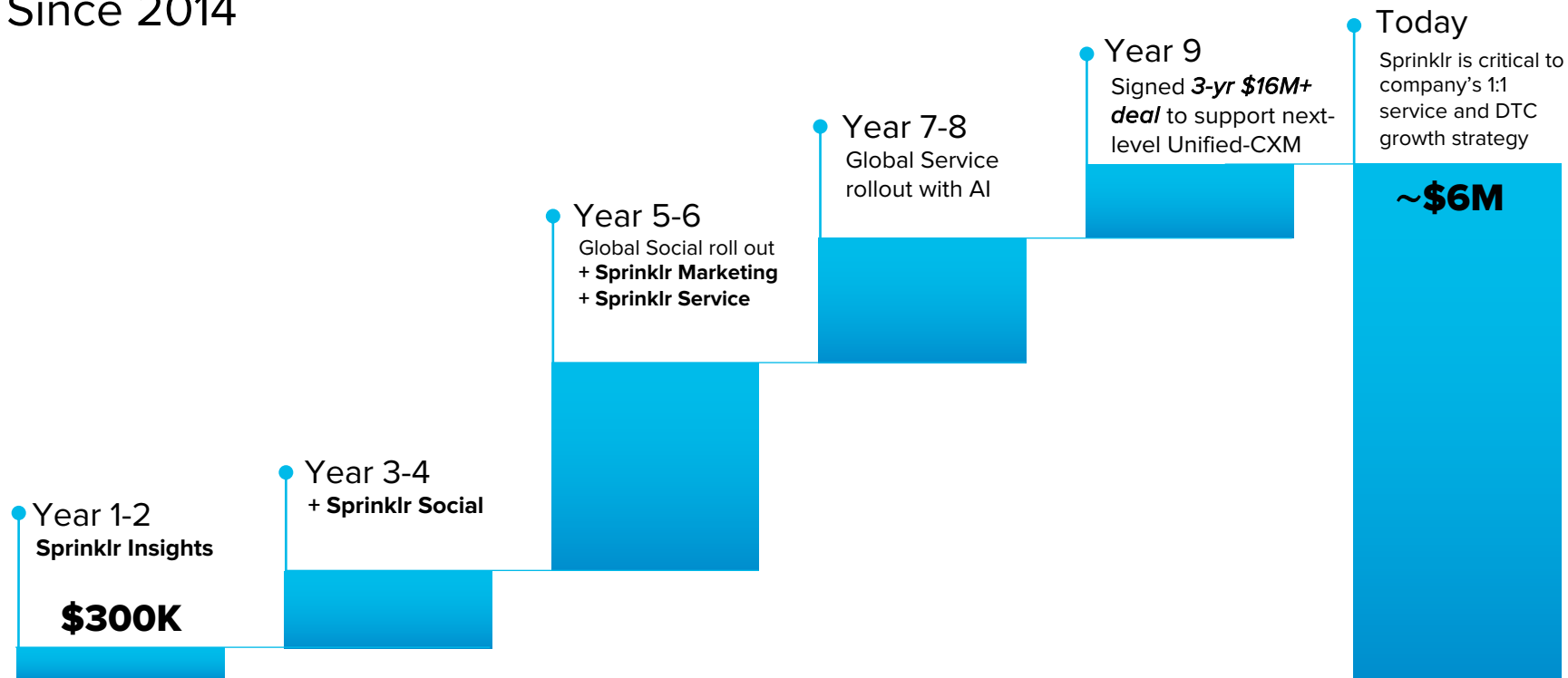
Since 2017





# Customer Journey: Cosmetics

Since 2014







Focus on Delivering  
**GTM Efficiencies.**  
**Making it Easier to Sell.**



1

Deploying: **Dedicated New-Logo Sales Team.**  
Focus: Large Enterprise customers.

## HOW?

Deploy teams with sole purpose  
of acquiring new customers



# 2 |

## Hiring Dedicated **Sprinklr Service Specialists**

### **HOW?**

Specialists in Sprinklr Service  
partner with in-region Sales/SC teams  
on Contact Center opportunities



# 3 | Mobilizing **Partners** to act as **Demand Engine**

## HOW?

Build out and fully enable  
partner ecosystem around specific products  
aligned to area of expertise



# Partner Ecosystem

## STRATEGIC GLOBAL INTEGRATION AND IMPLEMENTATION

 **accenture**

**Deloitte.**

**Trellist**  
MARKETING | TECHNOLOGY

**Atos**

**NTT DATA**

**TECH**  
**mahindra**

## CLOUD

**aws**

**Google**

 **Microsoft**

## SPRINKLR SERVICE TECHNOLOGY

**servicenow.**

 **twilio**

 **OpenAI**

 **salesforce**

 **Amazon  
Connect**

 **Adobe**

## STRATEGIC GLOBAL AGENCIES

  
**PUBLICIS  
GROUPE**

**HAVAS**

**OmnicomGroup**

**dentsu**

**IPG**

**WPP**

## CHANNEL PROGRAM

 **Meta**  
Business Partner

**TikTok**  
Marketing Partners

 **MARKETING  
SOLUTIONS**

 **Marketing  
Partner**

 **OFFICIAL  
PARTNER**

 **YouTube**



# Customer Panel

Moderated by Arun Pattabhiraman, Chief Marketing Officer



## CUSTOMER PANEL



**ARUN PATTABHIRAMAN**

Chief Marketing Officer



## WELCOME, SPRINKLR CUSTOMERS:



**ALENA JOHNSTON**

Head of Social & Community  
Operations for Devices & Services



**ALI CHAHINE**

Director,  
Group Customer Service





# Financial Update

Manish Sarin, Chief Financial Officer





**Enterprise  
Platform  
built on AI**

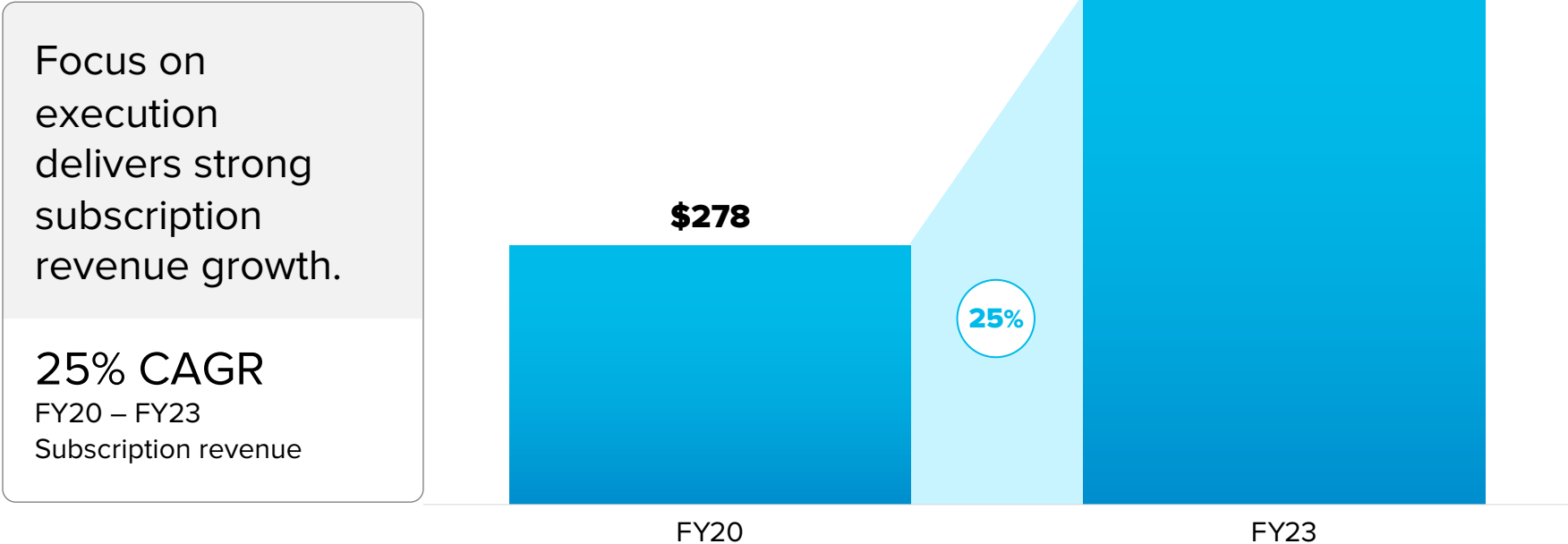
**Demonstrated  
ability to cross-sell  
and upsell large  
accounts**

**Consistent  
strong  
execution**



# Subscription Revenue Accelerating Since IPO

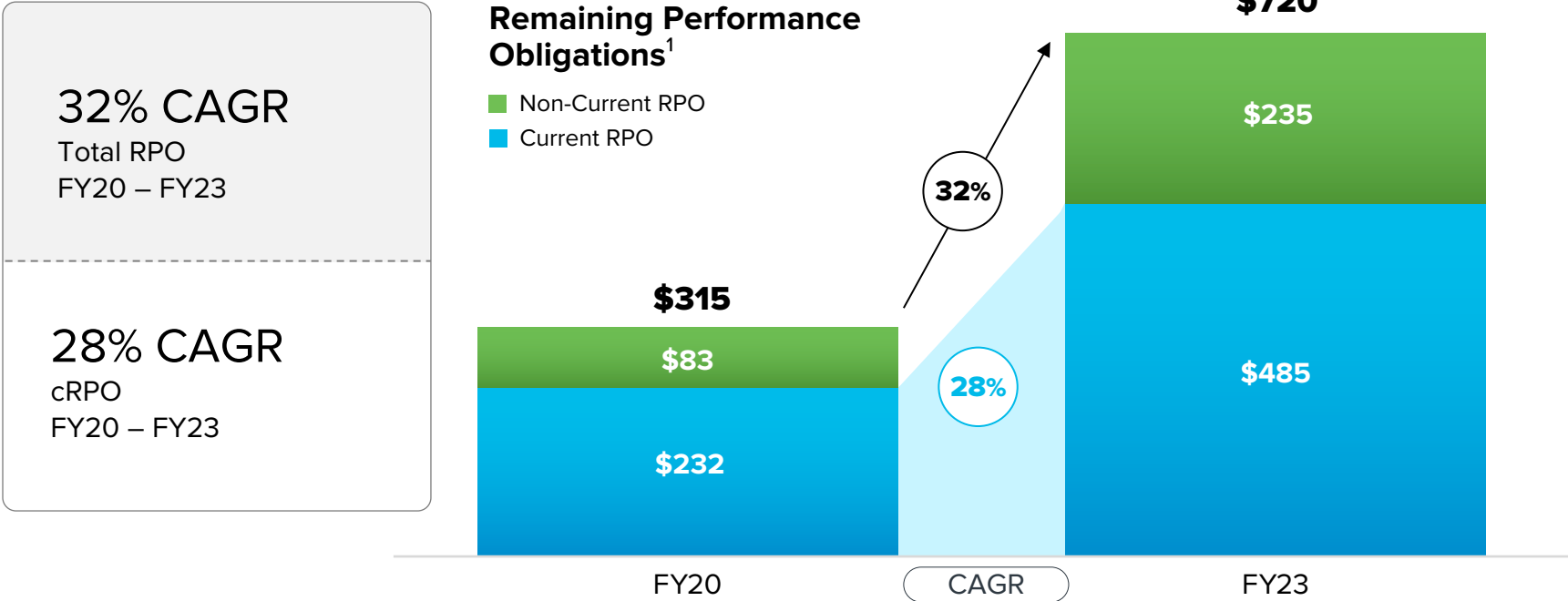
\$ in Millions





# Healthy Backlog: Base for Future Revenue Growth

\$ in Millions



<sup>1</sup> Remaining Performance Obligations ("RPO") represents contracted revenue that have not yet been recognized, and include deferred revenue and amounts that will be invoiced and recognized in future periods



# Operational Focus

\$ in Millions

What a difference  
a year makes!

Focus on bottom-line  
efficiency and Free  
Cash Flow (FCF)  
generation.

Non-GAAP  
Operating Income<sup>1</sup>

**\$6**

FY 22

FY 23

**(\$36)**

Free Cash Flow<sup>1</sup>

**\$10**

FY 22

FY 23

**(\$45)**

<sup>1</sup> See GAAP to Non-GAAP and Free Cash Flow reconciliation in Appendix



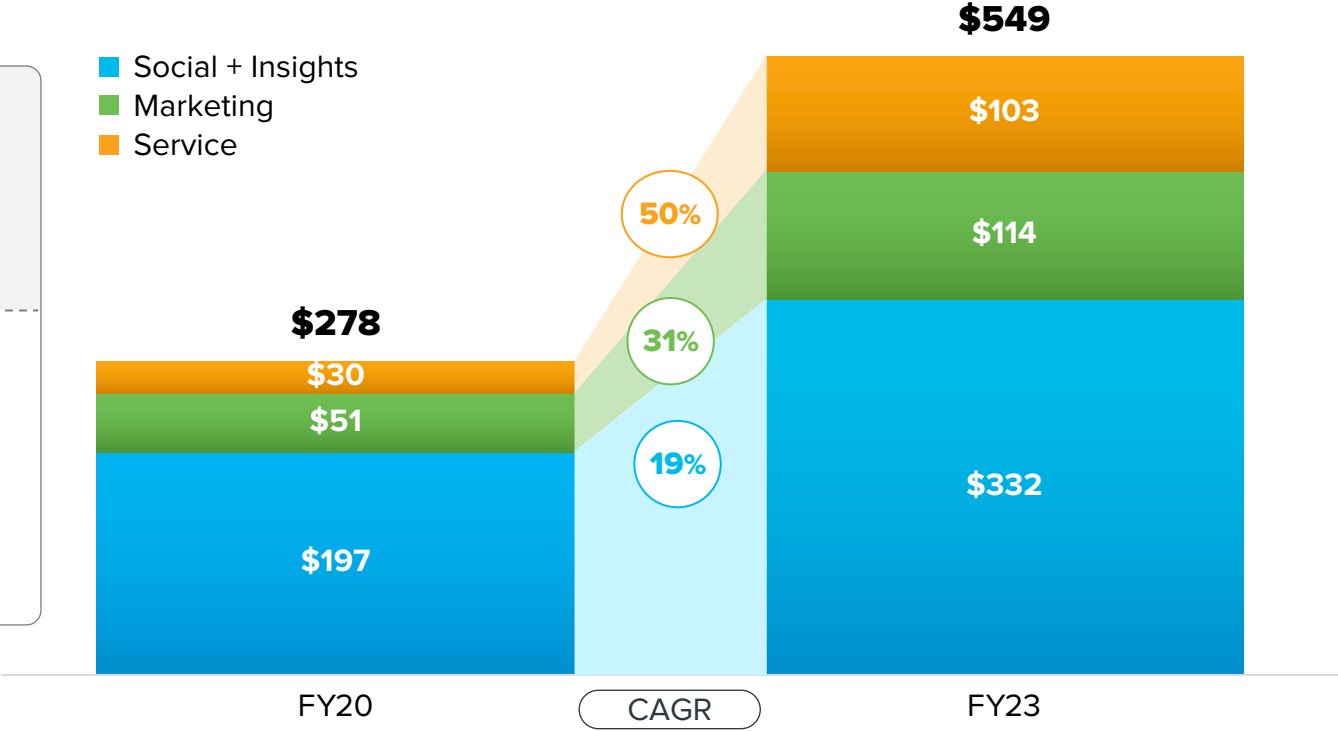
# Revenue by Product Suite

\$ in Millions

Strong growth  
across every  
product suite.

---

Sprinklr Service  
achieves scale.

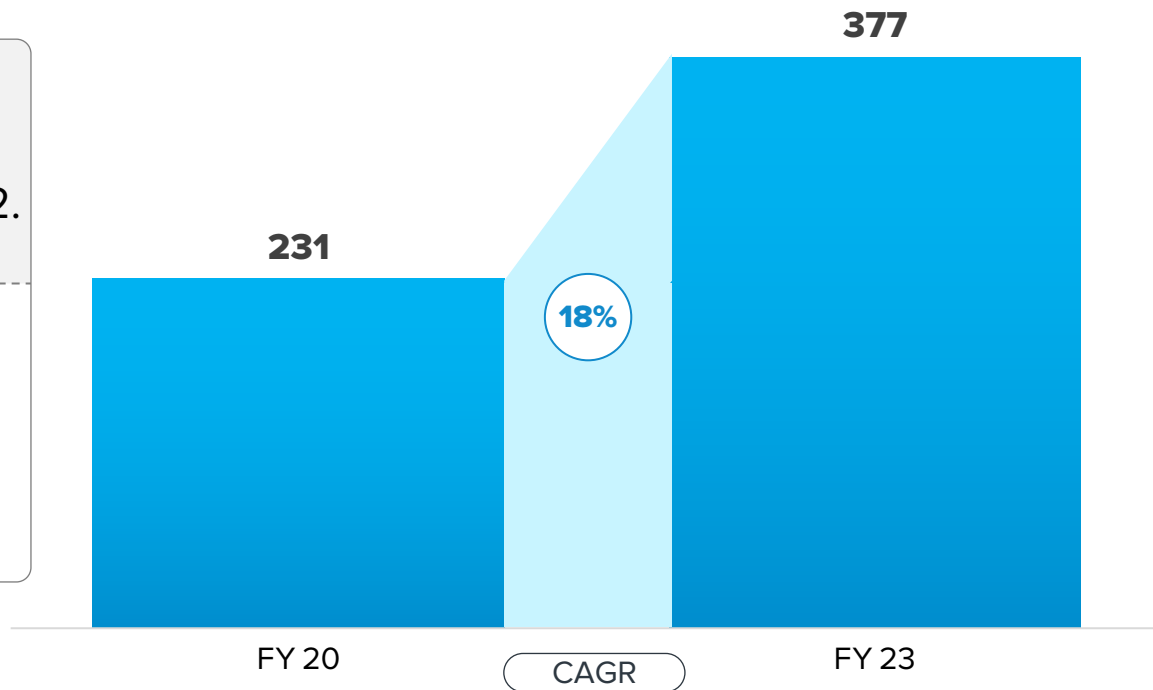




# Accelerating New Logo Acquisition...

Strong customer acquisition in Vector 1 and Vector 2.

~60% of new logos won with customers in Vector 2.



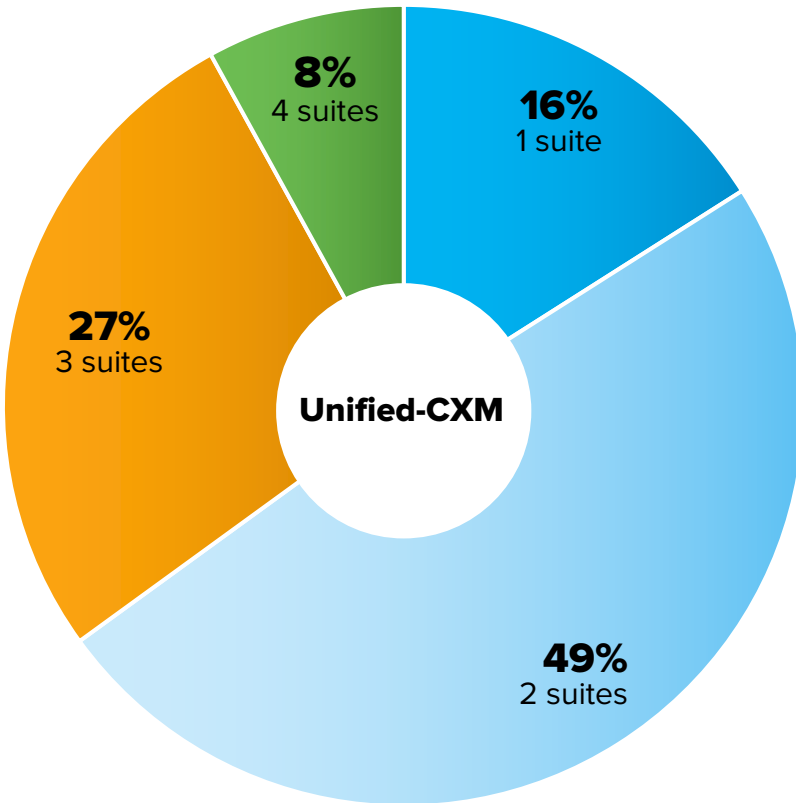


## ...Coupled With a Multi-Product Suite Initial Sale

For year ended FY23

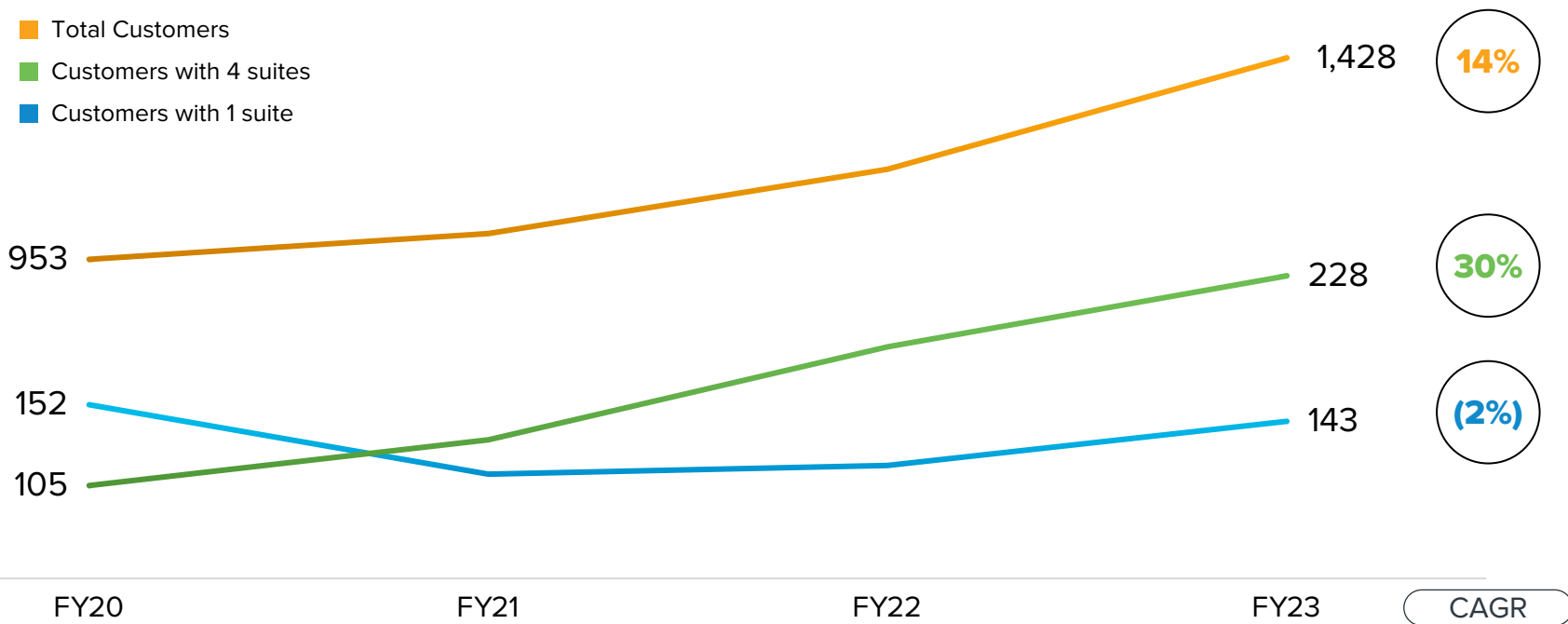
GTM motion geared towards selling multiple product suites in initial sale.

Increasing ARR per customer while creating stickiness in the platform offering.





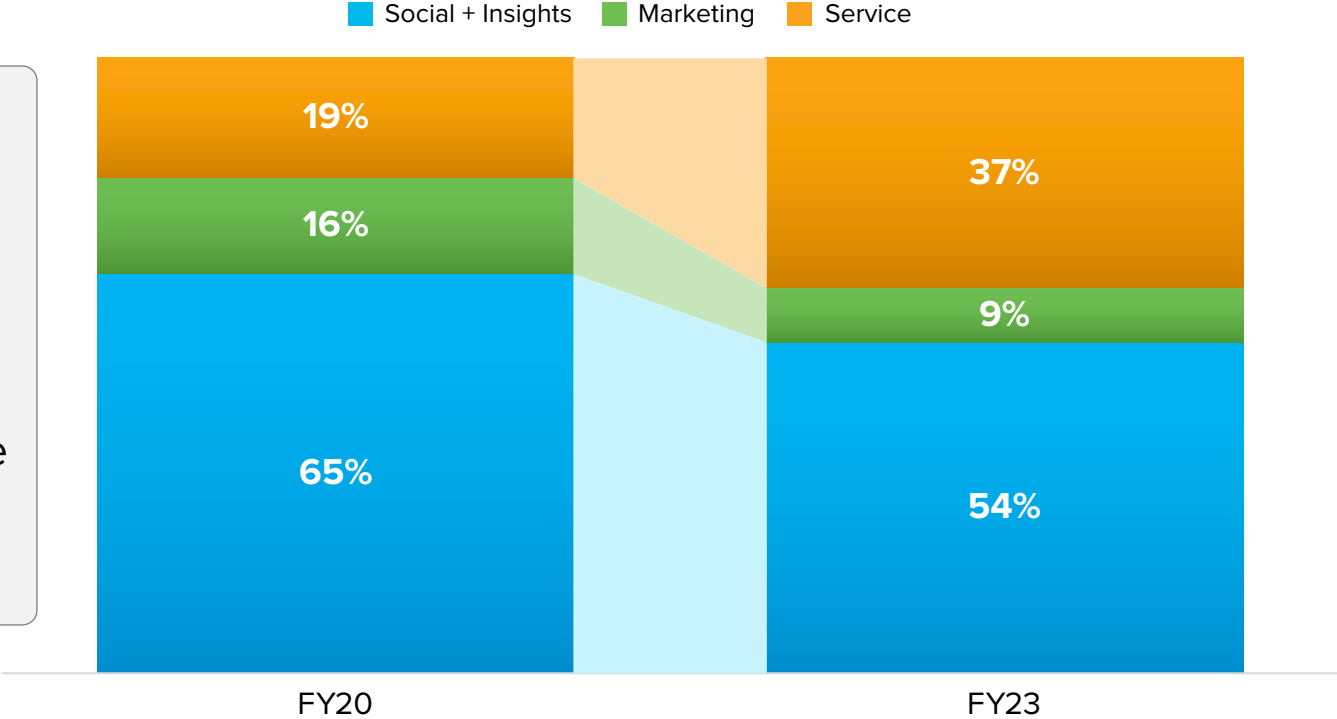
# Consistently Selling More Than a Single Product Suite





# Customers with 1 Product Suite Have Evolved

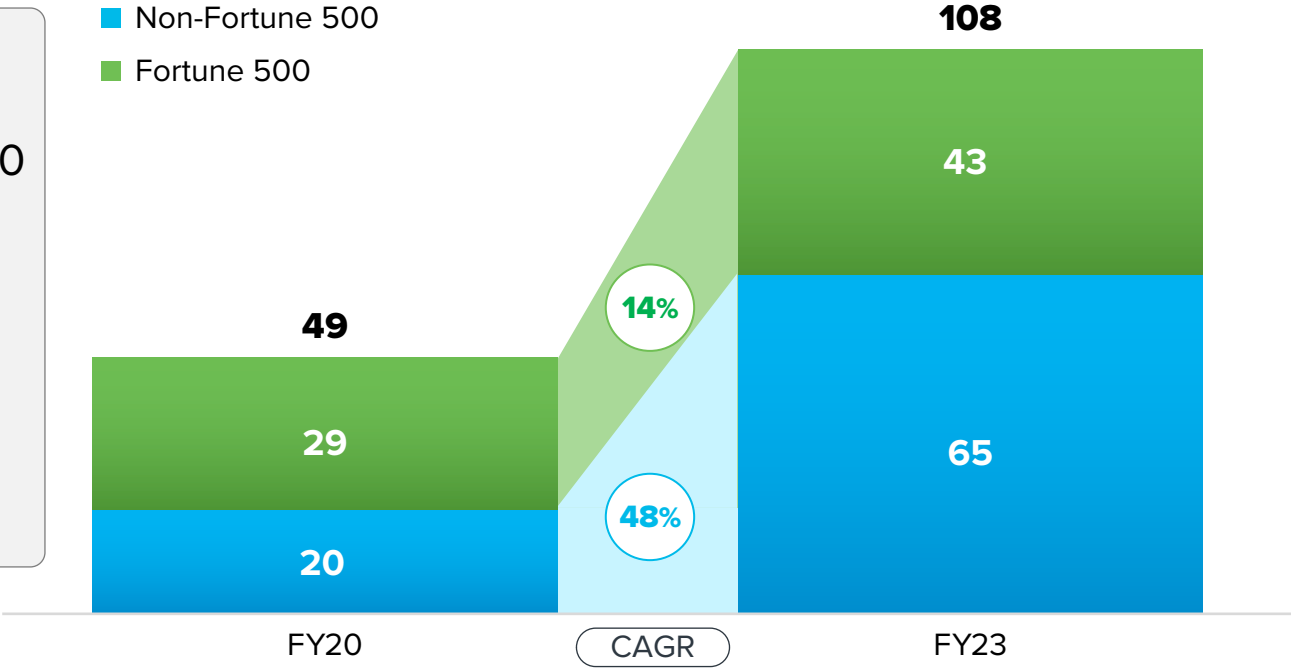
While Social + Insights remain the natural entry product suites, the number of customers starting with Sprinklr Service has grown.





# \$1M+ Revenue Customer Count

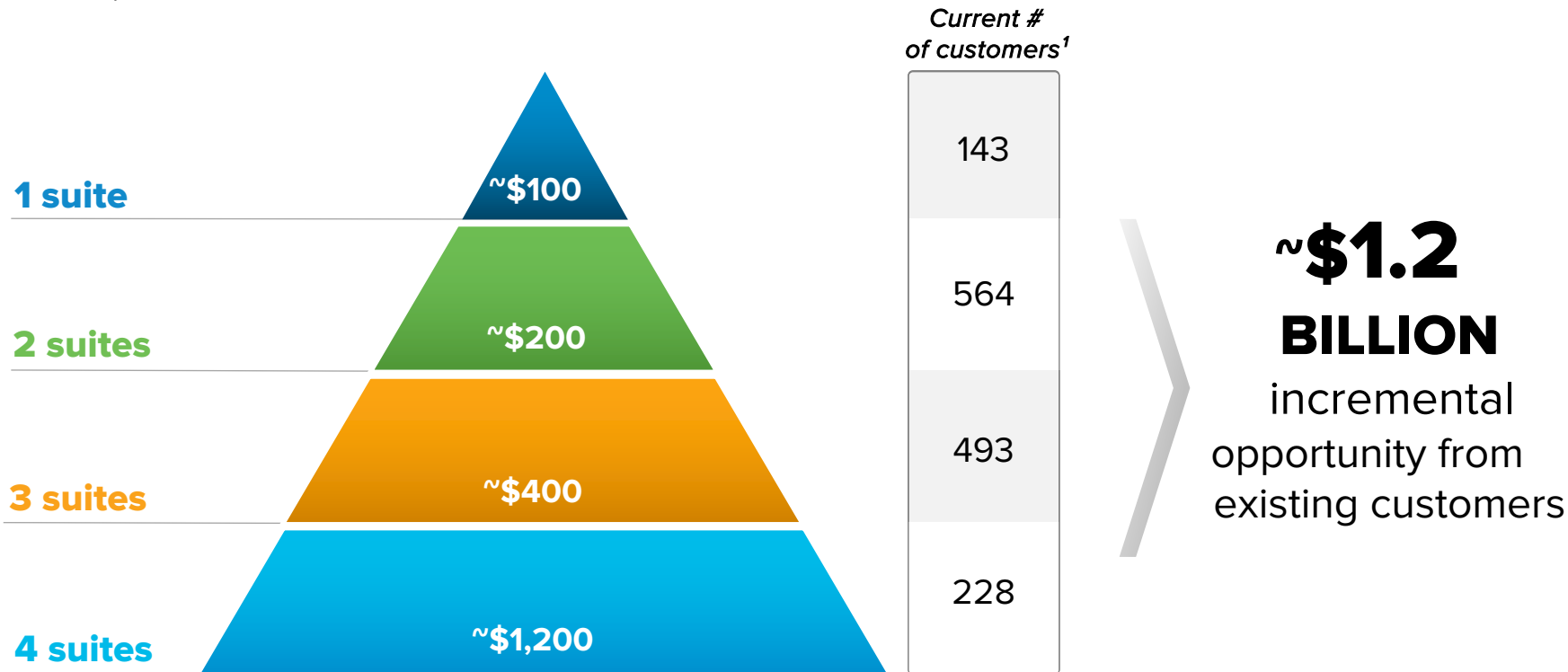
~60% of our \$1M+ revenue customers are Non-Fortune 500 companies.





# Installed Base: More Than 3x Business Opportunity

ARR in \$000s



<sup>1</sup> As of January 31, 2023



## Q2 and FY24 Guidance

Guidance Metric	Q2 FY24	Full Year FY24
Subscription Revenue	\$158.0M - \$160.0M	\$649.0M - \$653.0M
Total Revenue	\$172.0M - \$174.0M	\$711.0M - \$715.0M
Non-GAAP Op Income	<b>\$11.0M - \$13.0M</b>	\$51.0M - \$55.0M
Non-GAAP EPS	\$0.04 - \$0.05	\$0.19 - \$0.21

Note: Non-GAAP net income per share assumes 270 million weighted average shares outstanding for Q2 FY2024 and 273 million weighted average shares outstanding for the full year.



A night sky with the Milky Way galaxy visible as a bright, colorful band of light stretching across the frame. In the upper right, a constellation of stars is clearly visible. The lower portion of the image shows a dark, silty landscape, possibly a beach or a frozen body of water, with some light reflecting off the surface. The overall color palette is dominated by deep blues, purples, and oranges from the sky, contrasting with the dark foreground.

# **Long-Term Financial Trajectory**



# Growth and Efficiency Drivers



## REVENUE DRIVERS

1. Platform and product expansion especially in Sprinklr Service driven by AI

---
2. Accelerate new logo acquisition through a dedicated team

---
3. Leverage Partner ecosystem to drive incremental revenue



## EFFICIENCY DRIVERS

1. Incremental scale allows for optimization of cloud operations

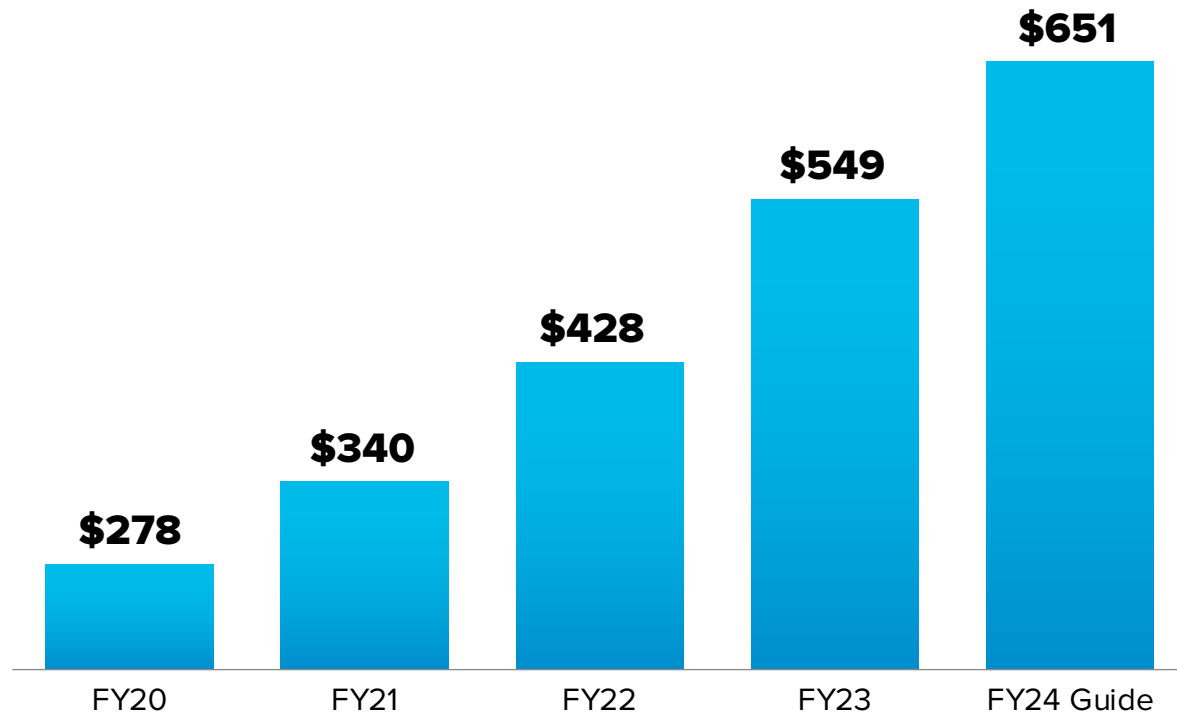
---
2. Shift towards Managed Services and Sprinklr Services delivery

---
3. Continued leverage in Sales & Marketing



# Subscription Revenue

\$ in Millions



**\$1 BILLION+**

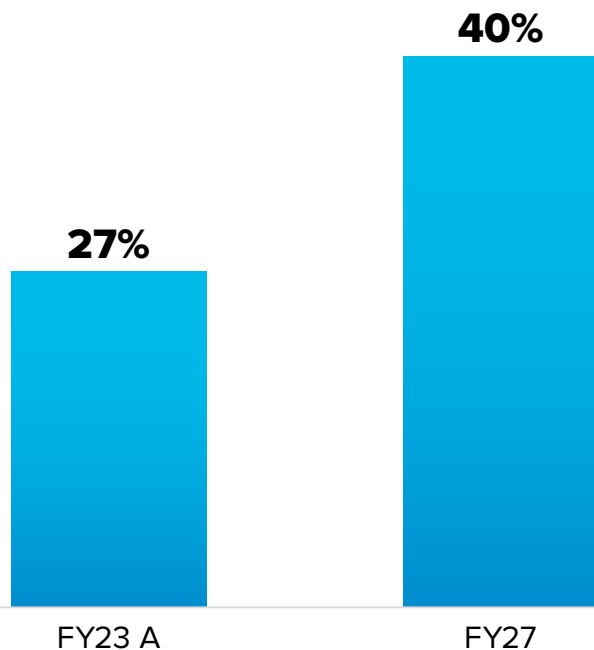
of subscription  
revenue

by FY2027

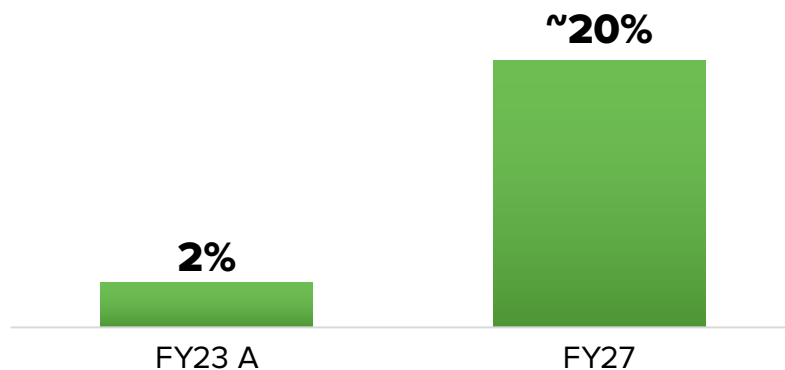


# Long-Term Profitability Trajectory

RULE OF 40<sup>1</sup>



Non-GAAP FCF Margin



<sup>1</sup> Rule of 40 defined as Revenue growth rate + Non-GAAP Operating Margin



# Capital Allocation Priorities



**EFFICIENTLY RE-INVEST  
IN THE BUSINESS**



**STRATEGIC  
ACQUISITIONS**



**OPPORTUNISTIC SHARE  
REPURCHASES**



# Key Takeaways



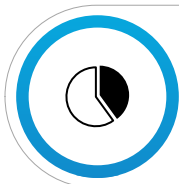
**Platform** purpose-built for the **Enterprise** with demonstrated success in land and expand go-to-market motion



Fastest, most effective way to get **AI** capabilities across the **Front Office**



Becoming a major **disruptor** in front office software and a **key player** in the **CCaaS** market



**Growth** coupled with **Rule of 40**: poised for **durable** revenue growth and increasing profitability and FCF over the medium-term



# Appendix



# GAAP to Non-GAAP Reconciliation

(\$K)	Year Ended January 31, 2023	Year Ended January 31, 2022
<b>Non-GAAP operating income / (loss)</b>		
GAAP operating loss	(\$51,224)	(\$99,470)
Stock-based compensation expense-related charges <sup>1</sup>	56,704	51,552
Litigation settlement <sup>2</sup>	-	12,000
Amortization of acquired intangible assets	475	412
<b>Non-GAAP operating Income / (loss)</b>	<b>\$5,955</b>	<b>(\$35,506)</b>
<i>Non-GAAP operating margin</i>	<i>1%</i>	<i>(7%)</i>

<sup>1</sup> Includes \$1.2 million and \$1.4 million of employer payroll tax related to stock-based compensation expense for the years ended January 31, 2023, and January 31, 2022, respectively.

<sup>2</sup> On February 25, 2022, we and Opal agreed to settle all outstanding claims with respect to Opal's complaints alleging breach of contract and violation of Oregon's Uniform Trade Secrets Act, among other claims. The settlement amount was recorded as a one-time operating expense charge in fiscal year 2022 and paid in fiscal year 2023.





# Free Cash Flow Reconciliation

(\$K)	Year Ended January 31, 2023	Year Ended January 31, 2022
<b>Free cash flow:</b>		
Net cash provided by (used in) operating activities	\$26,660	(\$32,922)
Purchases of property and equipment	(6,091)	(6,148)
Capitalized internal-use software	(10,358)	(6,258)
<b>Free cash flow</b>	<b>\$10,211</b>	<b>(\$45,328)</b>
<b><i>Free cash flow margin</i></b>	<b>2%</b>	<b>(9%)</b>





# Thank You

For more information,  
contact us at [investors@sprinklr.com](mailto:investors@sprinklr.com)