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Sprinklr Unveils Innovations to Enhance CX and Productivity at the Edge of AI

300+ Sprinklr customers, partners, executives, and industry luminaries gather in New Orleans to share perspectives on how AI can elevate CX and productivity.

NEW YORK--(BUSINESS WIRE)-- Sprinklr (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises today begins its CXUnifiers 2024 event in New Orleans. CXUnifiers 2024 brings together Sprinklr customers, partners, and executives with industry luminaries to share perspectives on how AI can elevate CX and productivity.

In his keynote on Wednesday, May 8, Sprinklr Founder and CEO Ragy Thomas will discuss a host of innovations across the Sprinklr Unified-CXM platform that will help customers unlock the power, potential, and promise of AI for exceptional customer experiences.

These innovations, listed below, will help Sprinklr customers get to critical insights faster, help them create outstanding brand content at scale, prepare for and monitor issues and crisis to protect brand reputation, and power smarter customer engagement across every customer-facing team.

Sprinklr Digital Twin: The next evolution of AI for Unified-CXM

The first innovation announced this week is the launch of Sprinklr Digital Twin. Powered by Sprinklr AI+, Sprinklr Digital Twin is designed to enable companies to build and deploy autonomous and intelligent AI technology that can mirror and enhance the capabilities of customer-facing teams. With Digital Twin, Sprinklr aspires to take every part of an organization and use Generative AI to make it radically more productive. Sprinklr Digital Twin models what humans are doing within an organization and amplifies this with intelligent automation.

Sprinklr Digital Twin is designed to:

- Bring Generative AI across the front office to drive productivity
- Foster innovation within your organization and stay ahead of competition
- Unify the front office to supercharge customer experiences
- Deliver Unified-CXM across the front office and at the edge of your brand

Availability: Sprinklr is focused on developing the Sprinklr Digital Twin technology with a small set of definition partners – first users that provide critical collaboration and feedback as Sprinklr continues to innovate and develop exciting and valuable AI systems like Sprinklr Digital Twin. If you are interested in learning more about partnering with Sprinklr on this innovative technology – visit https://www.sprinklr.com/products/digital-twin/ or contact your Sprinklr representative.

Sprinklr Enters the Customer Feedback Management Market with Sprinklr Surveys

Sprinklr is an expert in capturing, analyzing, and unlocking insights from unstructured and unsolicited data, powered by industry-leading AI models that operate at a best-in-class accuracy threshold.

With the launch of [Sprinklr Surveys,](#) Sprinklr customers will be able to leverage Generative AI-powered surveys to gather solicited feedback as well. Unlike traditional survey-based point solutions, Sprinklr Surveys integrates feedback from all sources—solicited and unsolicited, structured and unstructured. It is designed to be a comprehensive voice of the customer (VOC) and customer feedback management (CFM) platform, unifying insights from all channels and customer touchpoints.

Availability: Sprinklr Surveys is in limited availability – for more information, visit https://www.sprinklr.com/products/consumer-intelligence/surveys/ or contact your Sprinklr team.

Sprinklr Crisis Management Solution App

For years, brands and their PR teams have relied on Sprinklr to help them detect, monitor, and mitigate crises. Now, Sprinklr's Crisis Management solution is available out-of-the-box with industry-specific AI models.

The Crisis Management Solution App requires minimal set-up and allows brands to proactively listen across social media and the web to detect brewing issues before they become full blown crises.

Over the next few quarters, Sprinklr will continue to develop out-of-the-box persona-specific solution apps designed to help marketing, PR, and communications teams effectively build their brand and manage their reputation.

Availability: The Sprinklr Crisis Management App is in limited availability – for more information, contact your Sprinklr team.

Sprinklr VoiceConnect

Since launching CCaaS, Sprinklr has made significant investments in strengthening voice infrastructure to provide exceptional voice quality and streamline the process of managing multiple contracts and vendors. Sprinklr is now introducing our own vertically integrated CPaaS solution, Sprinklr VoiceConnect.

Sprinklr VoiceConnect is a powerful contact center connectivity layer that integrates Sprinklr Service and telephony to deliver high-quality voice connections. It offers a scalable and flexible unified solution that gives CCaaS customers real-time control.

With this launch, we are enabling seamless voice connectivity for customers with carriers on the cloud and on-premises, and we are working diligently to ensure regulatory compliance for non-bring-your-own-carrier (non-BYOC) customers. As a result, our CCaaS customers can enjoy a unified cloud solution and a single contract that covers both CCaaS and voice connectivity.

Availability: Sprinklr Voice Connect is in limited availability – for more information, contact your Sprinklr team.

Sprinklr Project Management & Collaboration

The operational tasks that hold marketing initiatives together still happen across disjointed tools, emails, and spreadsheets, leading to inefficiency. To help further unify the marketing team, Sprinklr is announcing Sprinklr Project Management & Collaboration. From gathering ideas and planning campaigns to orchestrating them seamlessly across channels, marketing teams can now work with a single source of truth that enhances collaboration, coordination, and overall work experience. With Sprinklr Project Management, marketing teams can cut out the clutter of spreadsheets, confusing email threads, and multiple tools. Sprinklr Project Management is working together, made easy.

Availability: Sprinklr Project Management & Collaboration is in limited availability – for more information, contact your Sprinklr team.

Sprinklr Social Self-Serve

Sprinklr is the industry leader for enterprise social media management. Smaller teams and growing organizations have expressed their desire to leverage Sprinklr's best-in-class technology but need a simpler and more affordable entry point. Sprinklr launched a self-serve version of Sprinklr Social that offers great functionality, a simpler user interface, and value for money to help meet this need.

Sprinklr continues to make enhancements to our self-serve version of Sprinklr Social, including Generative AI capabilities for content creation and engagement, enhanced social listening, deeper social platform integrations, and more. Today, Sprinklr is also announcing convenient in-app billing to enable our customers to pay for their subscription using a credit card in a self-serve manner. We believe these enhancements help smaller teams and companies access and benefit from the true power of social media across their front office teams.

Availability: Sprinklr Social Self-Service is generally available now to all customers. Please visit https://www.sprinklr.com/products/social-media-management/self-serve/ for more information or to start a free trial.

Sprinklr Community

At Sprinklr, we believe our customers deserve a place where like-minded professionals from all around the globe connect in a more human, helpful way to grow, create, and innovate. At CXUnifiers, Sprinklr is launching the new Sprinklr Community where all customers, employees, prospects, and partners can network and continue their conversations online.

The Sprinklr Community will provide members access to all things Sprinklr where they can connect, inspire, and build together. Any customer interested in the Sprinklr Community can visit https://community.sprinklr.com/ or contact their Sprinklr team for more information.

About Sprinklr

Sprinklr is a leading enterprise software company for all customer-facing functions. With

advanced AI, Sprinklr's unified customer experience management (Unified-CXM) platform helps companies deliver human experiences to every customer, every time, across any modern channel. Headquartered in New York City with employees around the world, Sprinklr works with more than 1,700 valuable enterprises — global brands like Microsoft, P&G, Samsung, and more than 60% of the Fortune 100. Sprinklr's value to the enterprise is simple: We un-silo teams to make customers happier.

Forward Looking Statements

This press release contains forward-looking information and statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the benefits of Sprinklr technology and features, the ability of Sprinklr to further develop its technology and features, the future adoption of Sprinklr technology by its customers and other enterprises, the ability of customers to successfully implement Sprinklr technology and accomplish their objectives, and the ability of customers to achieve cost savings with AI. By their nature, these statements are subject to numerous uncertainties and risks, including factors beyond Sprinklr's control, that could cause actual results, performance, or achievement to differ materially and adversely from those anticipated or implied in the statements, including those risks that are or will be discussed in Sprinklr's Annual Report on Form 10-K for the year ended January 31, 2024, filed with the SEC on March 29, 2024, under the caption "Risk Factors," and in other filings that Sprinklr makes from time to time with the SEC. Forward-looking statements speak only as of the date the statements are made and are based on information available to Sprinklr at the time those statements are made and/or management's good faith belief as of that time with respect to future events. Sprinklr assumes no obligation to update forward-looking statements to reflect events or circumstances after the date they were made, except as required by law.

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