

Sprinklr Celebrates the 2025 CXUnifier Award Winners

Recognizing the trailblazers redefining CX through data, AI, and Strategy

NEW YORK--(BUSINESS WIRE)-- Sprinklr, the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced the [2025 CXUnifier Award winners](#), celebrating leaders and organizations who demonstrated commitment to delivering extraordinary experiences across every customer touchpoint.

"The 2025 CXUnifier Award winners exemplify what's possible when brands prioritize customer experience as a strategic imperative," **said Sprinklr President and CEO, Rory Read.** "From groundbreaking AI innovation to digital transformation excellence, these organizations are setting new standards for unified customer engagement and proving that exceptional CX drives real business results. We're honored to recognize their achievements."

2025 CXUnifier Award Winners:

- **Unifier of the Year: Walgreens** – By leveraging Sprinklr, Walgreens created 80 listening topics and ingested data from nearly 9,000 stores to inform strategy, cutting production time by 50% and reducing review cycles by 148%. Through centralized workflows and real-time collaboration, the company saved millions and strengthened its community-first mission.
- **Sprinklr for Good: Ally Financial** – The company's "Banksgiving" campaign used empathy-driven digital storytelling and surprise cash gifts to reimagine customer service, turning routine surveys into moments of genuine connection. The campaign sparked a broader conversation on social media about humanity in banking – earning over 35 million impressions and 98% positive sentiment.
- **AI Innovator of the Year: 3M** – Used Sprinklr's AI to streamline global marketing and customer care, saving hundreds of thousands in translation costs and cutting SLAs by 90%. Their AI-driven approach enhanced customer experience and operational efficiency across platforms.
- **Social Campaign of the Year: Wakefern** – The company's campaign for ShopRite used hyper-local storytelling and social engagement to highlight the family-owned nature of its stores, deepening emotional connections with communities through authentic narratives and real-time interaction. By spotlighting store owners and customers across channels, the campaign reinforced trust, loyalty, and the brand's neighborhood roots.
- **ROI Expert: Aramex** – Transformed customer service by adopting Sprinklr's Conversational AI on WhatsApp, enabling 24/7 support, automated shipment

scheduling, and real-time sentiment analysis — saving over 1.3 million hours annually while improving delivery efficiency and customer satisfaction.

- **VoC Visionary: *Lenovo*** – Created the AI-powered Social Media Health Index, which transforms raw performance data into actionable insights using Sprinklr Analytics. This system delivers automated recommendations, trend analysis, and strategic content plans across 195 accounts – enabling Lenovo’s teams around the world to optimize engagement and make data-driven decisions at scale.
- **Partner Unifier EMEA: *SAMY*** – SAMY and Sprinklr’s strategic partnership exemplifies “Better Together” by co-developing global foresight systems that transform reactive listening into proactive insights — empowering brands to anticipate cultural trends, drive innovation, and deliver unified customer experiences across markets.
- **Partner Unifier Americas:** Comprised of former Sprinklrates with over a decade of experience in the ecosystem, [Premium Blend](#)’s unique human-centered approach to pairing purpose, people, and platforms has driven transformative customer experience outcomes and long-term partnerships with some of the world’s biggest brands. One Fortune 50 retail client recently achieved \$50M in cost savings and a 50% reduction in content production times from joint marketing transformation initiatives.

The winners were selected by a panel of CX industry experts based on criteria including innovation, measurable impact, scalability, and alignment with customer-centric values. Each winner demonstrated exceptional use of technology, data, and strategy to elevate the customer experience.

To learn more about the awards, visit: <https://www.sprinklr.com/blog/2025-cxunifier-award-winners/>.

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, 1,900+ enterprises — including Microsoft, P&G, Samsung, and 60% of the Fortune 100 — rely on Sprinklr to help them deliver consistent, trusted customer experiences worldwide.

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