

March 20, 2013



# **Leading North American Manufacturer Interstate Batteries Takes Social Media Engagement Efforts to the Next Level to Become Social@Scale**

## **Top Automotive Battery Distributor Partners With Sprinklr To Derive Maximum Value From Enterprise-Wide Social Initiatives**

NEW YORK, March 20, 2013 /PRNewswire/ -- [Sprinklr](#), the leading provider of social media management (SMM) infrastructure for the enterprise, today announced that Interstate Batteries has joined them in a strategic partnership. Interstate Batteries is the top automotive replacement battery in North America. Under the terms of the engagement, the company will rely upon Sprinklr's Social Media Management System to scale social initiatives through timely and relevant community engagement from a single location, across multiple corporate functions and in multiple social channels.

With a heavily localized base of 200-plus Interstate Batteries stores across North America, the company faced a significant challenge finding a platform that supported flexible management of individual store Facebook Pages while ensuring a consistent brand voice and image. Equally important was selecting a platform that could accommodate a wide range of possible future social initiatives.

Furthermore, dependability was non-negotiable. The Interstate Batteries brand has been known for world-class reliability for over 60 years. This unwavering commitment to excellence set a high standard for the right partner and SMM platform to enable its enterprise-wide social efforts.

"At Interstate Batteries we realized that for social to effectively scale, we had to take our initiatives beyond a single department and lay a foundation that crossed our entire enterprise," said Al Hurlebaus, Director of E-Commerce. "After analyzing the broad array of social media management providers in the market today it was clear that Sprinklr had the comprehensive platform we would need to achieve our vision."

"What Interstate Batteries is setting out to do is forward-thinking in multiple respects," said Ragy Thomas, CEO of Sprinklr. "We expect that much of their social media engagement efforts will soon be highlighted as industry best practices and we're honored to play a part in helping them not only meet but exceed their customer communications goals."

Recognized by the Altimeter Group as the "most capable" platform for enterprise businesses, Sprinklr enables more than 200 household name brands to be social at global scale. According to a recent Marketing Profs study, Sprinklr clients are ranked as five of the top six "most engaged" global brands and four out of the top six "most responsive" brands.

The company recently announced the availability of "**Social@Scale: Best Practices from the World's Most Social Brands**," a free eBook compiling advice from 23 of the world's most social brands such as Intel, Dell, Cisco, Samsung, General Motors, InterContinental Hotels Group, Microsoft, The GRAMMYs, Citi, and Virgin America written by the leading enterprise social practitioners responsible for strategy and execution. To view the eBook please visit [www.sprinklr.com](http://www.sprinklr.com) or Sprinklr's SlideShare channel, [www.slideshare.net/sprinklr](http://www.slideshare.net/sprinklr).

### **About Sprinklr**

[Sprinklr](http://www.sprinklr.com) fundamentally believes that the advent of social technologies changes every aspect of how businesses connect with their audiences. With over 200 global brands as customers, and financing from Battery Ventures and Intel Capital, the company is relentlessly focused on helping large enterprises adapt the realities behind their firewall to the new realities of the socially-networked and empowered customer. The company offers an enterprise-wide Social Media Management System and related services. The world's most social brands choose [Sprinklr](http://www.sprinklr.com) to be Social@Scale.

### **About Interstate Batteries**

Interstate Batteries delivers Outrageously Dependable® portable power solutions. The Dallas-based company distributes automotive batteries, franchises and operates retail battery stores, recycles batteries, and provides motive and critical power products. Interstate sells products throughout North America, Australia, the Caribbean and Latin America. Interstate employs more than 1,600 team members throughout North America. For more information, visit [interstatebatteries.com](http://interstatebatteries.com).

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