

April 8, 2015



Sprinklr Acquires Get Satisfaction to Extend Experience Cloud™ into Multi-Channel Customer Care

With its sixth acquisition, the world's most complete enterprise social technology accelerates its social consolidation strategy to help brands improve customer experience

NEW YORK--(BUSINESS WIRE)-- [Sprinklr, Inc.](#), the world's most complete enterprise social technology, today announced the acquisition of [Get Satisfaction](#), a San Francisco-based online customer community platform. The addition of Get Satisfaction adds industry-leading, community-based customer support to Sprinklr's [Experience Cloud™](#) and will enable enterprise brands to create, manage, and deliver relevant experiences across almost 25 social channels and brand websites.

"You can't market or sell to unhappy customers in a world of connected consumers. It is only a question of time before all brands recognize that the marketing of the future begins with great customer care," said Ragy Thomas, CEO and founder of Sprinklr. "It makes no sense for the marketing team to spend hundreds of millions of dollars driving acquisition while the head of customer service is compensated on reducing the time with your best customers."

Get Satisfaction is one of the industry's largest online community platform providers, powering more than 1,000 communities worldwide. It helps companies provide modern, responsive, and cost effective customer support, while seeking customer feedback and ideas. The acquisition of Get Satisfaction makes Sprinklr a leading player in the rapidly growing [\\$3.5 billion enterprise collaboration market](#) and the only vendor to provide a unified technology platform for managing customer experiences across third party social networks like Facebook, Twitter, and LinkedIn and first party owned properties like websites, blogs, and communities.

"Since its launch in 2011, our predominantly self-sustaining Koodo Community has become an essential part of our business strategy. It helps us deliver the highest customer satisfaction, with almost 100 percent of questions being answered in minutes without any employee intervention," added Bernard Szederkenyi, VP of Customer Experience at Koodo Mobile, a subsidiary of TELUS. "With Sprinklr's acquisition of Get Satisfaction, we will realize even greater potential to engage with our customers wherever they are through a unified platform."

Sprinklr's acquisition of Get Satisfaction comes one week after the company [announced](#) \$46 million in new funding – at a valuation of more than \$1 billion – and launched the Experience Cloud™, an integrated offering that allows brands to create, manage, and deliver experiences across social channels and brand websites. In the last 14 months, Sprinklr has tripled in size and strategically broadened its capabilities with the acquisitions of Dachis Group, TBG Digital, Branderati, and Pluck. The company has offices in 10 countries, more

than 750 employees globally and was recently named the social launch partner for SAP's [hybris Marketing solution](#).

"Get Satisfaction's vision is to enable a world where customers achieve ultimate value with their brands. We upgrade outdated one-to-one support systems and increase a brand's ability to create happy customers," noted Rahul Sachdev, President and CEO at Get Satisfaction. "In the last five years, Sprinklr has created a platform that is redefining how global brands connect with their customers. With Sprinklr, we now have a tremendous opportunity to accelerate our vision and deliver greater value."

Get Satisfaction CEO Rahul Sachdev will join Sprinklr as Vice President of the First Party Experience (FPX) business unit in their San Francisco office. Get Satisfaction's technology will be integrated into the Sprinklr platform in the coming months, expanding the company's addressable market to include new market categories like customer communities.

Sprinklr and Get Satisfaction clients and prospective clients are invited to join a [webinar](#) on April 23, 2015, to learn more about Get Satisfaction's integration into the Experience Cloud™.

About Sprinklr

Sprinklr is the most complete enterprise social media management technology in the world, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called "[the most powerful technology in the market](#)", Sprinklr's fully integrated social experience management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 750 employees globally, Sprinklr is revolutionizing customer engagement for almost 800 of Fortune's top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Accenture, Havas, and Razorfish. For more information, visit sprinklr.com or tweet us at [@sprinklr](https://twitter.com/sprinklr).

About Get Satisfaction

Based in San Francisco, Get Satisfaction provides an online community platform connecting companies with customers to foster relationships that unlock new value for both sides. Companies of all sizes and industries – from General Electric, P&G, Target, Kellogg's, ADP, and Sonos to SugarCRM and Prezi – rely on Get Satisfaction to deliver online communities that modernize customer support, accelerate sales, differentiate their brand, and inspire new innovations. Get Satisfaction's community platform offers the fastest time to value for companies ready to embrace the way today's customers want to engage. To learn more, visit <https://getsatisfaction.com/corp/>.

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Source: Sprinklr, Inc.