

# Sprinklr Enters Contact Center as a Service Market to Unify Customer Care with New Voice Offering

Helps eliminate the need to call with proactive digital care and AI to solve problems before customers are forced to make an actual call

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced the launch of [Sprinklr Modern Care Voice](#). Built on Sprinklr's unified CXM platform, Modern Care Voice marks Sprinklr's entry into the Contact Center as a Service (CCaaS) market with a voice offering informed by insights from modern channels, a radically different solution to legacy call center technology.

"The contact center market is dominated by legacy voice-based vendors that are incentivised to ignore a fundamental truth: your customers do not want to call you," said Sprinklr Chief Technology Officer Pavitar Singh. "Sprinklr Modern Care Voice is built on this understanding. We help eliminate the need to call using AI to solve problems digitally before they impact your contact center. When customers must contact a live agent, Sprinklr Voice helps deliver the best possible experience for faster, less expensive results."

Sprinklr Modern Care Voice is a complete CCaaS solution and includes everything needed for a modern contact center, including automatic call distribution (ACD), conversational IVR, speech analytics, automated quality management and workforce management.

Sprinklr is the only unified Modern Care solution that is digitally native and built by design to support more than 30 digital channels. With Sprinklr, customer care teams have access to AI and insights to help find the right balance between digital and voice that serves customers' best interests, reduces cost to serve, and improves customer satisfaction scores (CSAT).

The world's largest enterprises are looking to unify experiences across customer-facing functions and teams – from Care to Marketing – across their businesses and brands, and across markets globally, all on modern channels. Sprinklr's commitment is to help them do just that.

*"Our goal is to connect authentically with this new generation of car buyers. This means we listen to the voices of people in the world and proactively engage in relevant conversations. Having a single workflow across channels — from social media to live chat, chat bot, and voice — enables a true omnichannel contact center."* - Yoshiaki Inoue, Chief of Honda ON

During the pandemic, customer expectations evolved. While they prefer modern digital channels, customers do want the ability to reach out for a live interaction when needed and expect a seamless experience from channel to channel. With the launch of voice, [Sprinklr Modern Care](#) provides a single unified platform to care for customers across any channel.

Integrated AI analyzes digital and voice conversations in real-time to give immediate views of CSAT, quality, and performance.

“We have the opportunity to shake up the traditional customer care market and partner with leading brands to develop the right support and care strategies for modern business. Sprinklr helps brands unlock contact center conversation data and use it to deliver meaningful use cases for marketing, sales, and service. This is a huge opportunity for Sprinklr and our customers,” continued Singh.

Sprinklr Modern Care Voice is available now. For more information visit:

<https://www.sprinklr.com/features/voice/>

## **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 1,000 of the world's most valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100.

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