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Sprinklr Signs Agreement with Air Canada for Social@Scale(TM) Platform

Company Shows Continued Momentum Serving the World's Most Social Airlines

NEW YORK, July 30, 2013 /PRNewswire/ -- [Sprinklr](#), the leading social relationship platform (SRP) for large enterprises, today announced that Air Canada will use the Sprinklr Social@Scale (TM) Platform to manage its customer relationship presence in social media. The airline joins a growing roster of carriers using the Sprinklr platform including Virgin America, Frontier Airlines, and Turkish Airlines.

"Dedication to customer care has always been a cornerstone of the Air Canada brand," said Ragy Thomas, CEO of Sprinklr. "As social has become a key element of the airline's customer service strategy, we are honored to serve as their partner and to ensure that their commitment to timely, consistent and quality engagement is extended to their online relationships."

Air Canada identified multiple requirements for its social relationship platform, including the capability to scale across all social channels, enable coverage for service teams in all time zones, and ensure that customer contact over multiple networks could be executed in a consistent brand voice.

"Air Canada is committed to taking care of its customers at every touch point, and today, more than ever, that includes social channels," said Michael Tremblay, Air Canada's Director, Call Centres and Customer Relations. "Serving sophisticated, tech savvy global travelers requires a comprehensive social relationship platform. We are confident that Sprinklr has the expertise and technology with Social@Scale(TM) to help us serve our customers across all of our social channels."

Sprinklr provides the social infrastructure for more than 250 household name brands such as Intel, Dell, Cisco Systems, IHG, 1-800-FLOWERS.COM, Hearst, and Newell Rubbermaid. It has ambitious plans to improve enterprise-wide social infrastructure through what Sprinklr calls "the 5 C's of Social Management Success; content, conversations, campaigns, collaboration, and community. Sprinklr's social relationship platform was recently called the "Most Powerful Technology in the Market" by Forrester Research. In addition, the company is cited by the Altimeter Group as the "most capable" solution for large enterprises and has received two consecutive "top-right" rankings from Econsultancy.

About Air Canada

Air Canada is Canada's largest domestic and international airline serving more than 175 destinations on five continents. Canada's flag carrier is the 15th largest commercial airline in the world and in 2012 served close to 35 million customers. Air Canada provides scheduled

passenger service directly to 59 Canadian cities, 53 destinations in the United States and 67 cities in Europe, the Middle East, Asia, Australia, the Caribbean, Mexico and South America. Air Canada is a founding member of Star Alliance, the world's most comprehensive air transportation network serving 1,328 destinations in 195 countries. Air Canada is the only international network carrier in North America to receive a Four-Star ranking according to independent U.K. research firm Skytrax that ranked Air Canada in a worldwide survey of more than 18 million airline passengers as Best Airline in North America in 2013 for the fourth consecutive year. For more information, please visit: www.aircanada.com, follow @AirCanada on Twitter and join Air Canada on Facebook.

About Sprinklr

[Sprinklr](#) provides a social relationship platform and related strategic services that empower large organizations to harness the voice of the customer and drive business goals across all internal silos. The company has experienced 400% YoY growth and provides the enterprise social infrastructure for over 250 global brands such as Intel, Dell, Cisco Systems, Virgin America, DuPont, IHG, Hearst, and Newell Rubbermaid. The company is funded by Battery Ventures and Intel Capital and is headquartered in New York.

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