



The Total Economic Impact Study of Sprinklr Modern Care Shows 210 Percent Return on Investment

New [independent study](#) shows how Sprinklr Modern Care can drive millions of dollars in cost savings with advanced AI and automation for customer service agents

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today released a [new Forrester Consulting study](#) commissioned by Sprinklr quantifying the Total Economic Impact™ of [Sprinklr Modern Care](#). According to the Forrester study, the advanced automation and AI within Sprinklr Modern Care enabled organizations to significantly reduce response times and achieve a 98% answer rate while maintaining a lean customer service organization. Additionally, a composite organization that deployed Sprinklr Modern Care obtained a **return on investment (ROI) of 210% over three years, with a payback in less than six months.**

The composite organization is representative of the companies that Forrester interviewed and is used to present the aggregate financial analysis in the study.

Sprinklr Modern Care

Customers increasingly rely on social media, messaging channels, and online live chat for customer service. As a result, brands need automation, AI, and agent collaboration capabilities to provide customers with immediate, relevant assistance on any channel.

[Sprinklr Modern Care](#) is a customer service solution that empowers brands to exceed expectations across channels by managing all customer care conversations in a single, unified AI platform. It supports more than 30 channels, including live chat, social, messaging, email, SMS, voice, and video. Sprinklr Modern Care allows companies to match their digital transformation maturity with capabilities that span three pillars: proactive care, self-service, and agent-assisted care.

Total Economic Impact™ of Sprinklr Modern Care

Organizations that invested in Sprinklr Modern Care wanted a tool that could help handle the growing volume of social interactions with customers and would deliver insights, analytics, and visibility into social care metrics and agent performance.

Forrester found that the composite organization realized the following benefits over three years after deploying Sprinklr Modern Care:

- Reducing the number of social care interactions saved \$2.1 million.
- Using automation to identify actionable cases and resolve issues allowed brands to achieve a 98% response rate without hiring more customer service agents. Prior to deploying Sprinklr, agents responded to only 50% of messages across social media and messaging channels.

- Replacing legacy customer service tools with Sprinklr Modern Care saved nearly \$336,000 in license fees and eliminated the need for agents to learn multiple systems, saving over \$27,300 in training costs.
- ROI of 210% over three years with a payback in less than six months on average.

According to a customer interviewed in the study: **“Sprinklr Modern Care allows us to rapidly obtain the social channel capabilities of a modern digital organization. If you’re delivering customer service in 2021 and beyond, you have to meet your customers where they are. If you want to continue to survive and provide superior customer service, you need to have digital capabilities. Sprinklr is a way that you can rapidly attain them on a very capable and compliant modern platform.”** – Director of commercial enterprise architecture at a healthcare company.

Another customer interviewed for the Forrester study, the senior manager of digital services at an e-commerce company, commented on strengthening the role of customer service as a revenue generating center: **“Now that we have Sprinklr, we can start beefing up the skills of our agents to be more brand voice and to be more sales and marketing. We’ve never had that before, so we’re trying to use Sprinklr to turn our digital service agents into a revenue-generating team.”**

“Forrester’s study reveals the opportunity for organizations in any industry to use Sprinklr Modern Care’s AI and automation capabilities as a revenue driver and a way to easily gain valuable customer insights,” **said Pavitar Singh, Chief Technology Officer, Sprinklr.** “As a growing number of companies look to digitally transform their customer service centers, Sprinklr Modern Care is standing out as uniquely purpose-built to support digital needs. We’re looking forward to continuing to help companies reap the benefits of a Unified-CXM platform for customer care.”

Additional Information:

- The Forrester Consulting Study of the Total Economic Impact™ (TEI) of Sprinklr Modern Care is available [here](#).
- Learn more about Sprinklr Modern Care [here](#).

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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