

November 7, 2023



WPP and Sprinklr Partner to Bring AI-Powered Customer Experience Management Solutions to Global Brands

NEW YORK--(BUSINESS WIRE)-- [Sprinklr](#) (NYSE: CXM), the unified customer experience management (Unified-CXM) platform for modern enterprises, today announced the launch of an expanded strategic partnership with [WPP](#). Together, WPP and Sprinklr plan to create AI solutions to help global clients deliver more personalized and consistent experiences to customers using Sprinklr's unified customer experience management (Unified-CXM) platform.

In today's world, where creating a consistent and seamless customer experience across a variety of channels can be a challenge, it's essential for global clients to have enterprise-grade AI solutions that make it possible for brands to reach, engage, and listen to customers at scale. As the market leader in the unified-CXM space working with over 1,400 brands, including many of WPP's largest clients, the Sprinklr platform provides companies a comprehensive view of data to inform insights and analytics.

Through this partnership, WPP will become Sprinklr's first global agency partner, and the two companies will collaborate on a new offering, CX Live AI, that connects [Sprinklr's AI+](#) platform, which includes both Sprinklr customized AI models and generative AI capabilities, with WPP's own AI resources. This first-of-its-kind, joint offering will help WPP teams create optimised content that reaches the right audiences. WPP and Sprinklr are collaborating on solutions with select clients, such as The Coca-Cola Company, where teams leverage AI insights around customer engagement to inform creative development and channel selection.

The companies will work together on shared data, analytics, and solution development for joint clients, and WPP teams will also receive priority support from Sprinklr including bespoke enablement programs and early access to new Sprinklr products and platform features. In addition, WPP will participate in Sprinklr's Partner Advisory board to help shape the roadmap for products.

Stephan Pretorius, CTO of WPP, said: "Through the seamless integration of WPP's AI toolset with Sprinklr's AI+ platform, we are reshaping how brands can connect with their audiences. This partnership enhances our existing AI offerings and enables our clients to create customer experiences across all touch points on a scale like never before, further solidifying our position as a leader amidst the technology revolution that is transforming our industry."

Sprinklr CEO & Founder Ragy Thomas said: "Sprinklr and WPP serve many of the world's most iconic brands. Together, this partnership will enable customers to effectively deploy AI that will result in measurable productivity, cost savings, and the seamless

experiences customers have come to expect today. Integrating Sprinklr's AI-powered Unified-CXM platform with WPP's AI toolset will help our shared customers quickly adopt the latest AI technologies while ensuring the enterprise-grade privacy, security, and governance that Sprinklr and WPP have built our businesses on."

About WPP

WPP is the creative transformation company. We use the power of creativity to build better futures for our people, planet, clients and communities. For more information, visit www.wpp.com.

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 1,400 valuable enterprises — global brands like Microsoft, P&G, Samsung and more than 50% of the Fortune 100. Sprinklr's value to the enterprise is simple: We un-silo teams to make customers happier.

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Further information

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Source: Sprinklr