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# Sprinklr Named a Leader in Enterprise Listening Platforms by Independent Research Firm

## Sprinklr Also Announces That the Newest of 15 Social Infrastructure Modules is Natively Integrated, Now Making Listening Insights Rapidly Actionable

NEW YORK, Jan. 22, 2014 (GLOBE NEWSWIRE) --[Sprinklr](#), the leading Social Relationship Infrastructure provider for the enterprise, announced that its listening module was named a leader in the newly released Forrester Research, Inc. report, The Forrester Wave™: Enterprise Listening Platforms, Q1 2014.

Cited for the fact that Sprinklr "built integrations between its modules natively, rather than after the fact," the company also received acknowledgement that the "workflow is intuitive for a myriad of user types," and "firms that need an integrated platform to support high volumes of social data across multiple business lines will agree with the 60 percent of Sprinklr customer references who find the vendor to be a 'strategic business partner.'"

The Forrester Wave™ on Enterprise Listening Platforms reviewed 11 companies on 27 criteria such as dashboard functionality, consulting and analysis services and corporate strategy: enterprise customer listening focus. The process involved gathering "details of product qualifications through a combination of lab evaluations, questionnaires, demos and/or discussions with client references."

Sprinklr Listening is now generally available and has already been chosen by some of the company's most socially innovative clients. These forward looking brands are committed to managing experiences for their customers and community across business silos. They understand that the empowered customer in *the conversation economy* is a disruptive force. And they recognized early the need to deploy an integrated social relationship infrastructure to listen, understand and act on conversations to drive business goals.

"Microsoft has 1,200 people deployed on the Sprinklr platform. By having listening capabilities directly integrated with the engagement platform, we now know who is talking to us, what we've discussed with them in the past, and we can connect them to the right people across all of our teams, functions and divisions, and track it," said Matthew Tennant, Director of the Customer Insights Center at Microsoft.

Unlike point solutions and cobbled together technologies, an integrated social infrastructure gives enterprises a unified brand voice and a unified customer context across teams, departments, divisions and locations. The native and seamless connections propel brands from merely 'doing' social to *being social*...at scale, enabling brands to innovate faster, grow revenue, reduce operational costs and manage risk.

"Listening without the ability to act is just plain dumb," said Ragy Thomas, Sprinklr founder and CEO. "We are in the conversation economy. The empowered consumer is in control. Listening isn't enough. They expect to be heard and actions to be taken."

Sprinklr's Social Relationship Infrastructure, consisting of 15 integrated modules, empowers enterprises to manage experiences across business silos. The company serves more than 350 of the world's most social brands including Cisco, Intel, IHG, 1-800 FLOWERS, Hearst Digital and Virgin America, helping them to innovate faster, grow revenue, manage risk and reduce operational costs.

## About Sprinklr

Sprinklr is a cloud software platform for managing the customer experience at every touch point, enabling brands to build real, human relationships on social networking channels. Sprinklr is the only native, seamless, fully integrated Social Relationship Infrastructure, driving business results across organizational silos. Architected for the entire enterprise to innovate faster, grow revenue, manage risk and reduce operational costs, Sprinklr accelerates the brand from just 'doing social' to *being social*, at scale. Founded in 2009, Sprinklr is headquartered in New York City and serves more than 350 brands worldwide. Visit [www.sprinklr.com](http://www.sprinklr.com) @sprinklr #SocialAtScale.

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