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64 Brand Leaders Join Together to Launch Social Experience Management eBook

Sprinklr Curates First-of-Its-Kind eBook on Importance of Social Relationship Infrastructure

NEW YORK, April 2, 2014 (GLOBE NEWSWIRE) --Sprinklr, the leading provider of Social Relationship Infrastructure, announced the publication of "Without Infrastructure, You Can't Be Social: The Rise of Social Experience Management," a free eBook with contributions from more than 60 of the world's most innovative enterprise social practitioners and thinkers. Contributors include 64 authors and 61 brands.

In the age of the connected customer, the biggest threat to long-term brand value is an inability to effectively manage and optimize the customer experience at every touch point. Social relationship infrastructure enables brands to grow revenue and minimize risk by delivering superior end-to-end customer experiences that improve relationships. The new book (available at http://spr.ly/sxm-ebook) outlines how dozens of companies like Pfizer, Cisco, and Royal Dutch Shell are redesigning their approach to technology, organization, culture, and process to manage social experiences across teams, departments, divisions, and locations.

"Everyone benefits when the smartest people at the best companies share what they know with one another. Sprinklr's role is to facilitate that sharing, and enable organizations to thrive by delivering superior experiences to their customers," said Ragy Thomas, CEO of Sprinklr.

"I see social infrastructure as the critical differentiator for our business over the next five years. When the opportunity came along to participate in this project and help advance the entire industry, I couldn't say no," said Sonja Broze, Head of Social Relationship Infrastructure, PayPal

Without Infrastructure, You Can't be Social provides valuable and practical insights and lessons for any large company seeking to thrive in the age of social. Key areas of focus include:

- Chapter 1: Humanizing the Enterprise
- Chapter 2: Breaking Down Business Silos
- Chapter 3: Managing the Customer Experience
- Chapter 4: From 'Business as Usual' To Social Business
- Chapter 5: Frameworks for Social Success
- Chapter 6: Surviving Social Disruption

The book is available for download at http://spr.ly/sxm-ebook

About Sprinklr

Sprinklr is how brands manage the social experience across internal business unit silos. Unlike tools and platforms, Sprinklr is the only native, seamless, fully integrated Social Relationship Infrastructure. Sprinklr accelerates the social maturity of a brand, so enterprises can innovate faster, grow revenue, manage risk and reduce operational costs. Founded in 2009, Sprinklr is headquartered in New York City and serves more than 400 brands worldwide. Visit www.sprinklr.com @sprinklr #SocialAtScale.

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