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Sprinklr Named a Leader in Independent Research Report

Receives highest possible score in customer retention following record 2015

NEW YORK--(BUSINESS WIRE)-- Sprinklr, the world's most complete enterprise social technology, today announced it was recognized as a leader in The Forrester Wave™: Enterprise Social Listening Platforms, Q1 2016 from Forrester Research, Inc. Cited as "best suited for those looking to combine all their social marketing teams and associated functions," Sprinklr is the only company to be recognized as a leader in both this report and in The [Forrester Wave™: Social Relationship Platforms, Q2 2015](#). "Customers appreciate Sprinklr's full social marketing suite which allows them to manage social experiences with customers," Forrester's report explains.

"As the only unified enterprise social engagement platform on the market, Sprinklr empowers brands to leverage an integrated suite of leading technology to connect actionable intelligence with the rest of the enterprise," said Tom Butta, CMO, Sprinklr. "Our clients have told us for years, and this report confirms for us once again, that the true power of an elite Social Listening tool comes from its ability to bring listening closer to action, informing strategy and improving customer experiences in the moment."

Sprinklr, which scored 5 out of 5 in Customer Retention and 5 out of 5 in Customer Growth Rate in Forrester's report, had a record-setting year in terms of retention and revenue. The company provides the most complete enterprise social technology in the world, purpose-built to help large companies collaborate across their entire organization to provide intuitive, superior customer experiences across every channel. The company is revolutionizing customer engagement in 75+ countries for more than 1,000 of the most recognized brands including Nike, Cisco, P&G, Dell, Samsung, Starwood, and Intel, and more than 50% of the *Fortune* 50.

"While the hospitality industry is going through rapid and dramatic changes, serving our guests remains at the center of everything we do," said Keri La Ra, Director Global Social Media Strategy at Starwood Hotels & Resorts. "Sprinklr's platform is at the heart of that effort – listening to customers and driving value at every part of the business."

Download a copy of the [Forrester Wave™: Enterprise Social Listening Platforms Q1 2016](#) report from Sprinklr's website today.

About Sprinklr

Sprinklr is the world's most complete enterprise social technology, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called "[the most powerful technology in the market](#)," Sprinklr's fully integrated social experience management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 1,000 employees globally,

Sprinklr is revolutionizing customer engagement for more than 1,000 of Fortune's top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Deloitte Digital, Accenture, Havas, and Razorfish. For more information, visit sprinklr.com or tweet us at [@sprinklr](https://twitter.com/sprinklr).

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Sprinklr

Julia Bass, 917-445-3423

jbass@sprinklr.com

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