



# Sprinklr

LISTEN, LEARN, LOVE

Grad Conn, CXO



# How does Sprinklr deliver great customer experiences?

So, how do you consistently create great customer experiences? You must hear your customer (Listen), know your customer (Learn), and design delightful customer experiences using that knowledge (Love).



## Listen

Hear what your customers are saying across the Internet, including 23 social platforms; 11 messaging channels; and millions of blogs, review & news sites; and forums.

[LISTEN MORE](#)



## Learn

Understand your customers real desires by converting their unstructured and open-ended comments into structured actionable insights with artificial intelligence (AI).

[LEARN MORE](#)



## Love

Show your customers how much you love them by creating epic customer experiences with personalized advertising; proactive care; and modern engagement.

[LOVE MORE](#)

# Listen



HALF OF THE PLANET IS CONNECTED ...

... WITH REAL IDENTITIES ...

... CUSTOMERS HAVE CHANGED ...



Identity  
This is me!

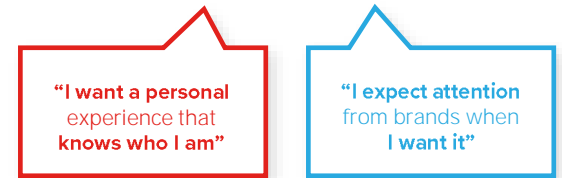
+



Interests  
This is what I'm into!



Modern Customer



# Listen



... CUSTOMERS HAVE CHANGED ...

... AND CHANNEL PREFERENCES ARE MOVING TO MODERN CHANNELS ...

**95%** of consumers tell others about a bad experience  
Source: American Express

**81%** of consumers are willing to spend more for better experiences  
Source: Capgemini

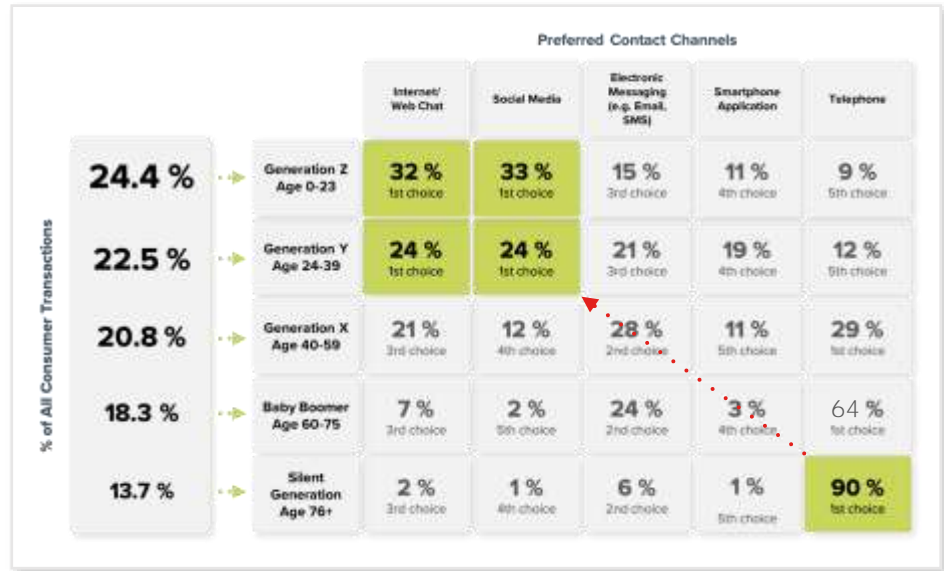


Modern Customer

**71%** of consumers prefer personalized ads  
Source: Adlucent

**75%** of online customers expect a reply within 5 minutes  
Source: McKinsey

## Preferred Business Contact Channel



Millennials are moving into their 30s – the beginning of their peak spending years and companies need to communicate with Millennials on their preferred channels now

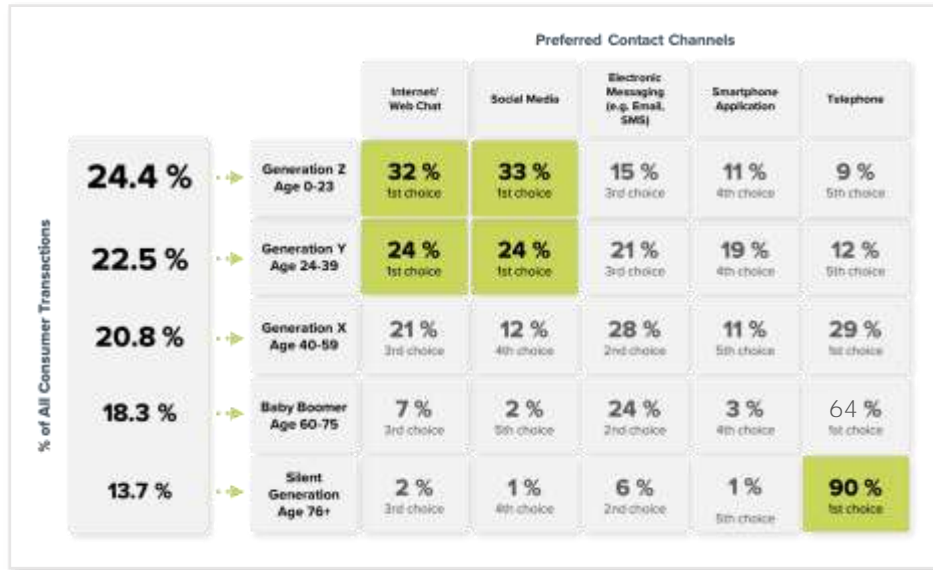
# Listen



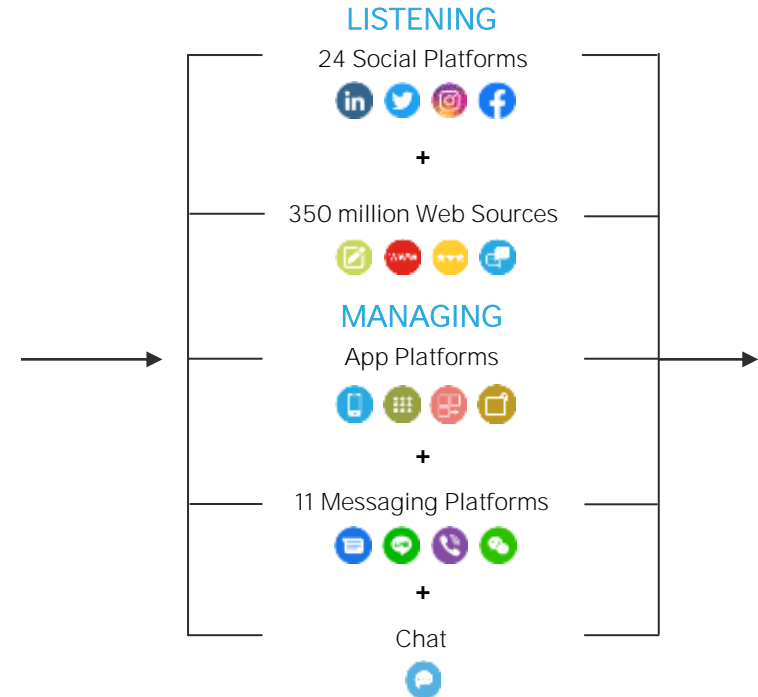
... AND CHANNEL PREFERENCES ARE MOVING TO MODERN CHANNELS ...

... WHICH GENERATE MASSIVE AMOUNTS OF UNSTRUCTURED DATA ...

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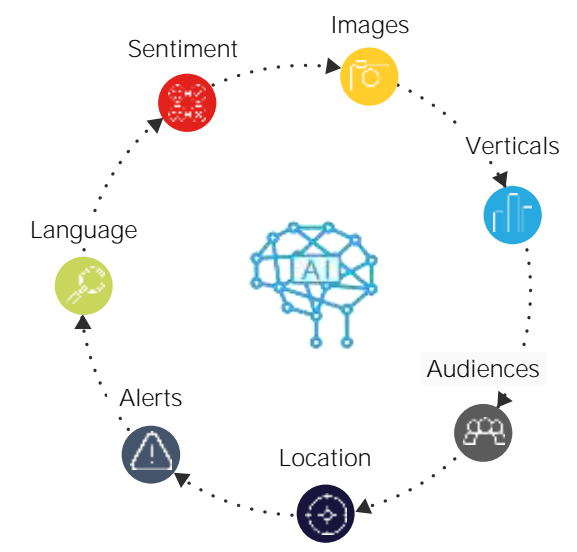
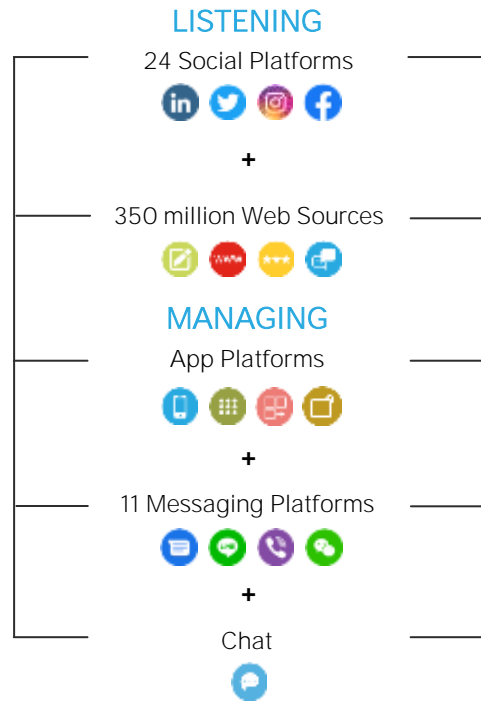
# Learn



... WHICH GENERATE MASSIVE AMOUNTS OF UNSTRUCTURED DATA ...

... WHICH IS CAPTURED ...

... PROCESSED THROUGH 7 LAYERS OF AI ...



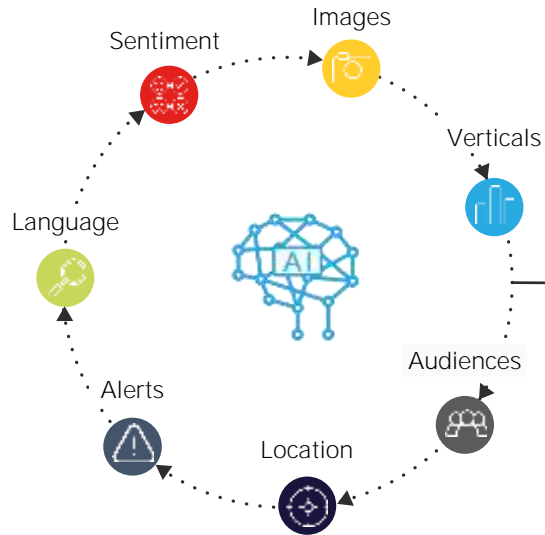
# Learn



... PROCESSED THROUGH 7 LAYERS OF AI ...

... AND CONVERTED INTO STRUCTURED DATA ...

... THEN COMBINED WITH EXISTING DATA ...






I've been using Philips Norelco electric razors for years, but they simply weren't giving me as clean a shave as a traditional razor. I thought this was the price that had to be paid for the convenience of electric, but the Braun has obviously proven that false by providing such a clean shave and in a fraction of the time it would take with the Norelco. Yes, the Braun is pricier, but that price is a value for such a fast and clean shave. In fact, it makes the \$60 I used to spend every few years on a Philips feel like a swindle.

Structured Experiential Data



+

Structured Operational Data

- Surveys 
- Calls 
- CRM 



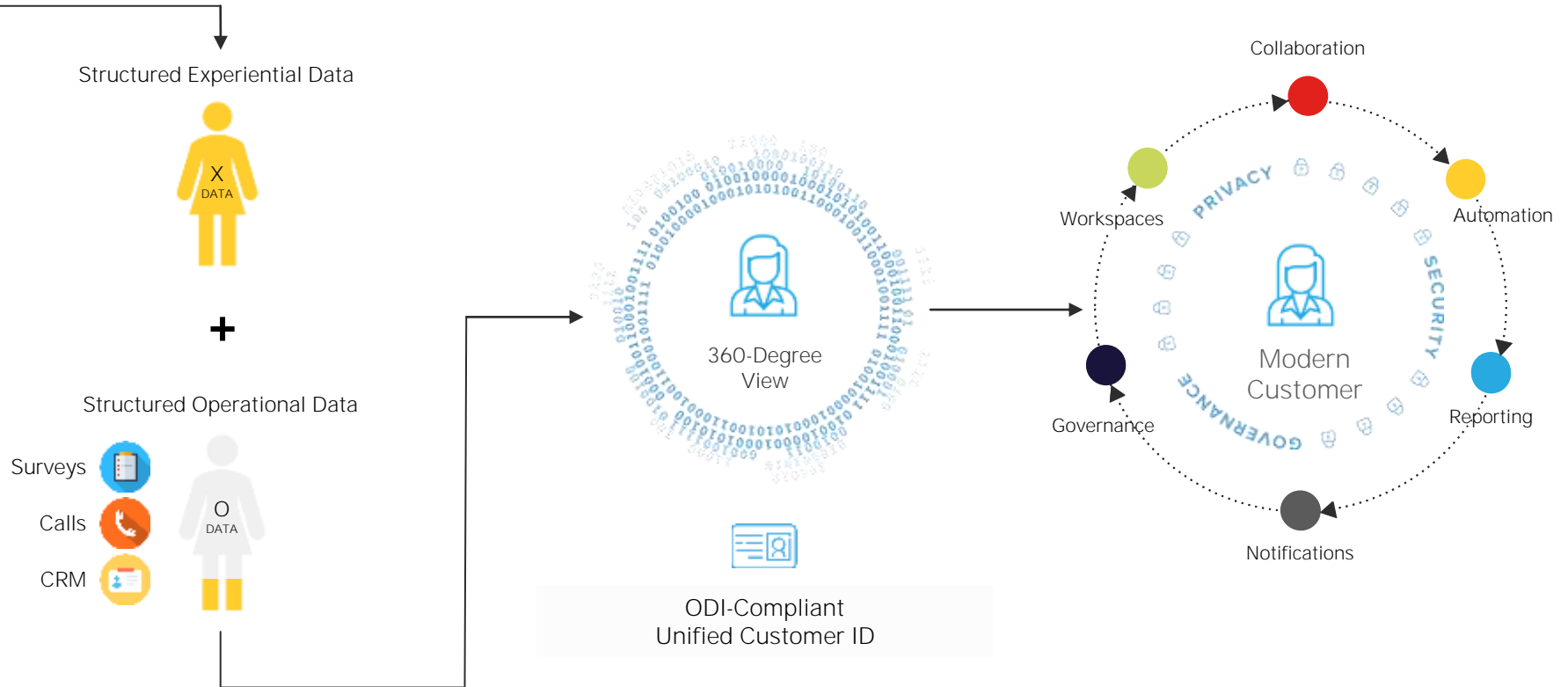
# Learn



... THEN COMBINED WITH EXISTING DATA ...

... TO DRIVE A 360-DEGREE CUSTOMER VIEW ...

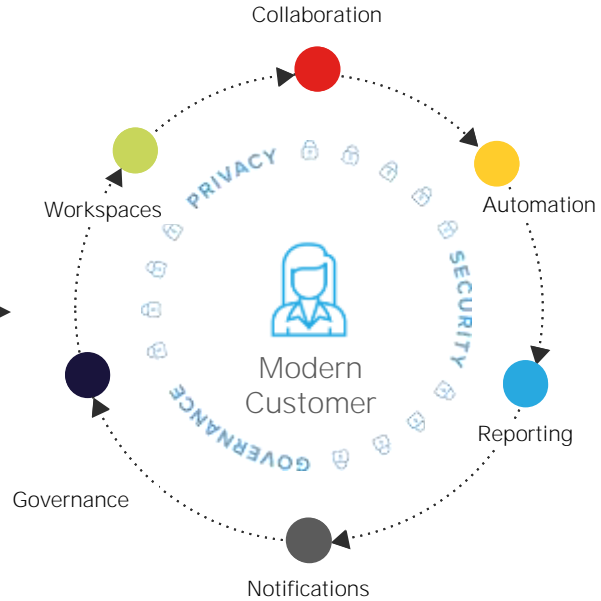
... WITH WORKSPACE GOVERNANCE ...







... WITH WORKSPACE GOVERNANCE ...



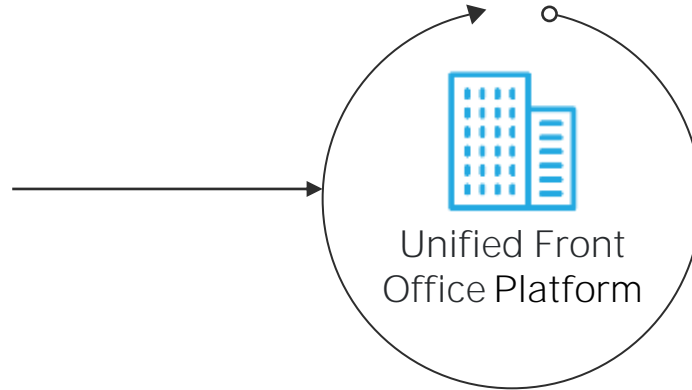
... ALL ON THE SPRINKLR CLOUD ...





... ALL ON THE SPRINKLR CLOUD ...

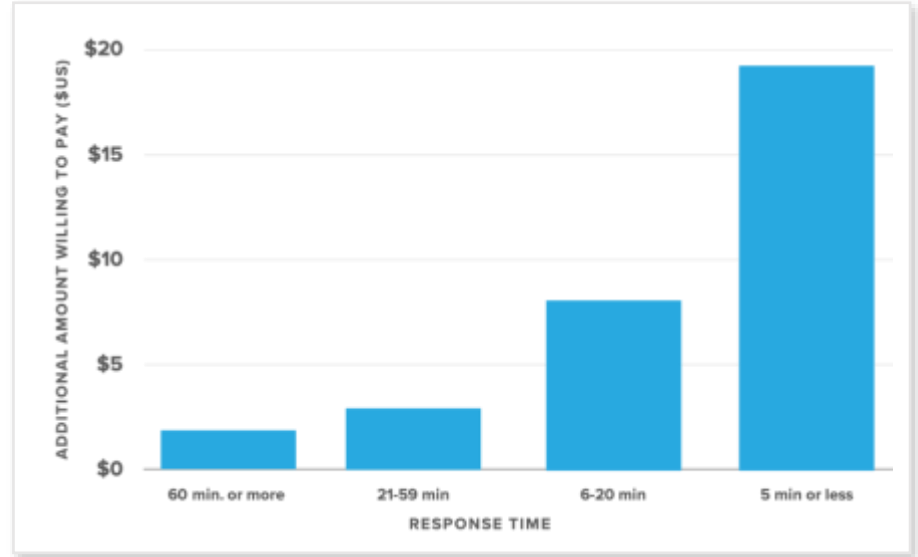
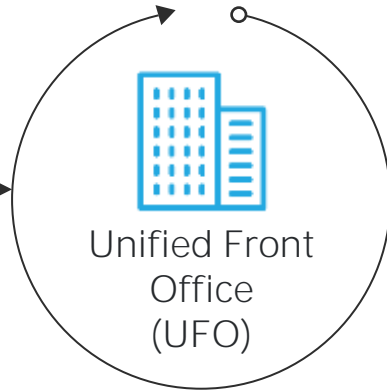
... TO ENABLE BETTER CUSTOMER EXPERIENCES ...





... TO ENABLE BETTER CUSTOMER EXPERIENCES ...

... WHICH DRIVE BUSINESS RESULTS!!!



**Harvard  
Business  
Review**

A study of tweets to airlines shows that when a tweet is answered in five minutes or less, the customer will pay almost \$20 more for a ticket on that airline in the future.



Visit Our Brand Room to:

Chat to the Sprinklr Team

Book a Virtual Meeting

View Sessions & Related Content

Register Interest

Recommend

Contact me:

@gradconn

[grad.conn@sprinklr.com](mailto:grad.conn@sprinklr.com)



Thank you!