



**Give your customers
the human touch – at scale**

WITH MICROSOFT AND SPRINKLR



The evolution of customer expectations

Customer demands have come a long way since the turn of the century. In the early days of dot com, expectations were at first exceeded with more choice than ever before and rapidly rapidly increased speed of service.

Today, however, the rise of always-on, on-demand services have reset customer expectations. The modern consumer now insists the same level of service from providers across all industries. We only need to look at the market dominance of B2C brands like Amazon and Netflix for evidence of this. And with consumers expecting this personal and relatable service across the board, the B2B world must take note.

That means that instant information, rapid delivery of benefits, and a first-class human touch across the customer journey are a must-have.

Expectations across the customer journey

Presales	Ongoing	Aftersales
Personalized communication	Human-like interactions	Choice of comms channels
Engaging experiences	Authenticity and reliability	Same high-level of service
Rapid benefits	Consistent across touchpoints	Quick query resolution

This requires a new approach. Regardless of size and industry, organizations must now transform customer feedback into actionable insights that improve their services. We call it being human@scale, when authenticity and consistency in every interaction is a baseline, not a bonus.

Delivering this level of service requires much more than reactive data collection. It demands multiplication of datasets and analysis across numerous marketing channels—from traditional funnels to chatbots and social media.



Creating clarity from chaos



Your customers want more than fast access to your services. They want fast access to accurate and engaging information across the board.

To deliver this, you must offer a multitude of potential contact methods with a consistent service across them all. From email to intelligent chatbots, social channels, contact forms, and message boards.

Collecting and storing this data is only the starting point. Today's B2B customer expects service providers to use that data to understand the end-customers' perspective and ideally to predict what they are likely to want.







Understanding how well you are meeting customer expectations is vital to improving service and informing strategy.

Yet just 15% of business leaders are happy with how they are measuring CX.

So, how do organizations collate, understand, and prioritize customer information and feedback to tailor services accordingly?

Overcoming these challenges means extracting actionable insight from mountains of data across disparate point solutions. And mountains are difficult to navigate without a bird's eye view.

But gain a view from the top, and the benefits are immediate. With deep insight into your customer data, you can improve experiences by:

-  **Anticipating changing needs**
-  **Spotting early signs of attrition**
-  **Tailoring relevant services**
-  **Offering preferred comms channels**
-  **Personalizing interactions**
-  **Creating a feedback loop for continued improvement**



Bridging the gap between CRM and CXM

Comprehensive CRM has been the backbone of organizations for years. But it's not without limitations.

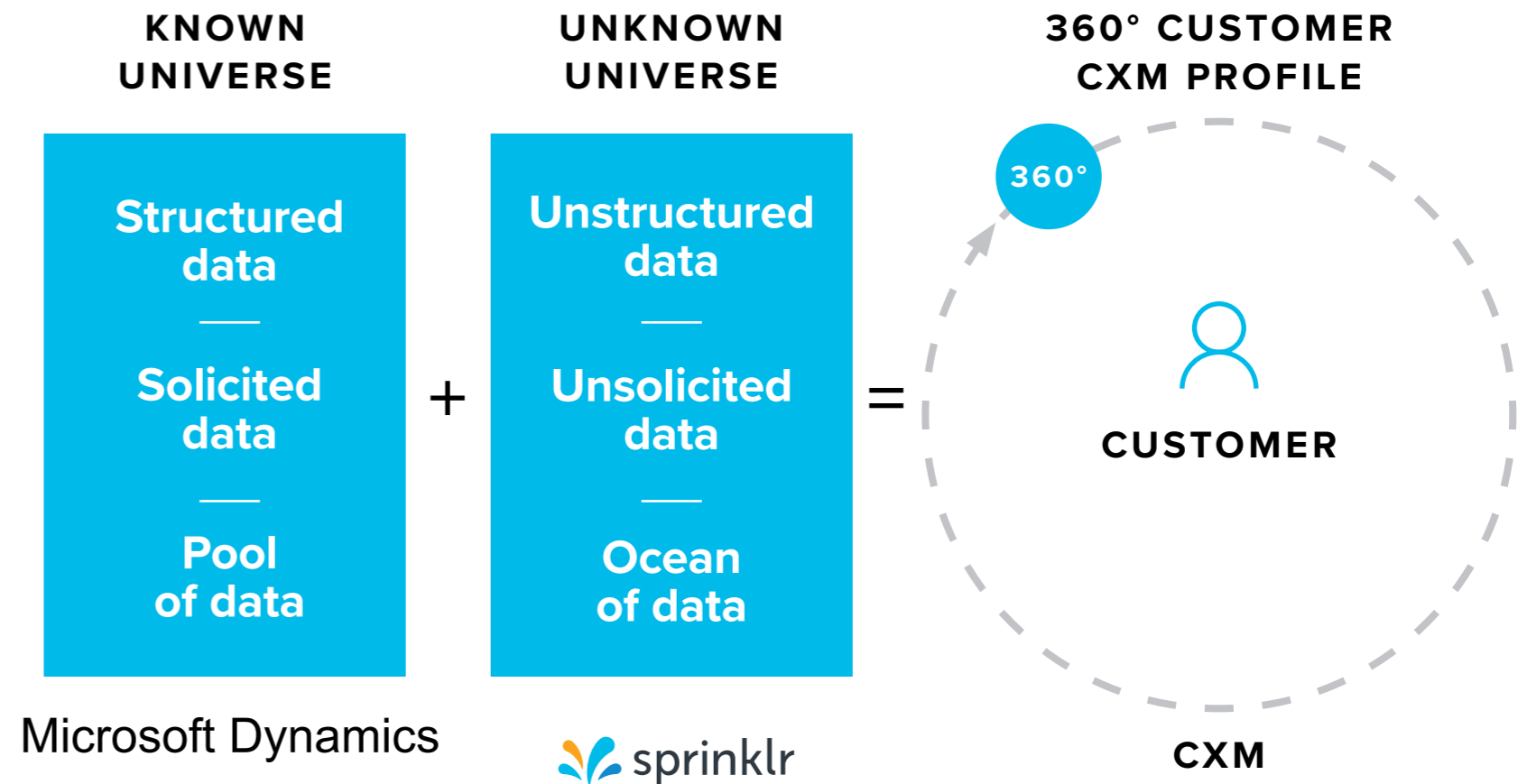
Even the best CRMs are at the mercy of data quality. For many, CRM-population is too reactive; information is updated as it is presented, whether via phone call, email, or any other data collection method. There may also be repetition issues, caused by operational silos, or data that's collected across multiple touchpoints, for example.

To avoid these and other problems, the CRM system must sit at the center of the business, acting as the single source of reliable information. This is often not the case, with many employees turning to email and spreadsheets as ad-hoc databases. Ultimately, CRM is a solution—but customer

experience management (CXM) is a strategy. One designed to facilitate rich and consistent interactions, drive continuous improvement in your customer experience, increase customer loyalty, and boost your bottom line.

CXM joins the dots between touchpoints. Connecting knowns with unknowns. Unifying and analyzing sales and marketing data to build a complete picture of the customer journey. Add post-sales data into the mix and you have 360° view into every customer's experience with your organization.

Insights that can be turned into new opportunities, happier customers, and a competitive edge.



This is the potential of your data. Sprinklr and Microsoft can help you unlock it.



The power of a partnership Sprinklr and Microsoft

What's better than a leading CXM platform, recognized in multiple Forrester Waves? One that is underpinned by Microsoft, the world's leading infrastructure provider?

And that's exactly what you get with Sprinklr's Unified-CXM platform.

Ours is the first platform that is purpose-built for unified customer experience management. Powered by industry-leading AI and our powerful Research, Care, Marketing, and Engagement solutions, it is trusted by over 75 of the world's 100 most valuable brands to connect with customers and drive growth.

Sprinklr's Unified-CXM Platform



MODERN RESEARCH

Make customer-centricity a reality by interpreting your customer data at scale.



MODERN CARE

Redefine customer service as a proactive, digital-first experience by engaging with your customers earlier.



MODERN MARKETING & ADVERTISING

Transform social media from chatter and noise into revenue driving insight – while keeping costs under control.



SOCIAL ENGAGEMENT & SALES

Know when, where and how to connect with your customer on their native channels – and protect your reputation at every touchpoint.

In partnership with Microsoft, Sprinklr brings new capabilities to marketers across all industries. Helping to increase speed to information, agility, and responsiveness. All while reducing costs and continually improving customer experiences.



Together, Sprinklr and Microsoft give you:



UNRIVALLED INSIGHT

The Sprinklr platform with Microsoft's Power BI gives you deep insight across touchpoints, alongside your key business metrics. With easy-to-understand dashboards and simple data visualizations, you can understand the impact of every customer interaction.



THE POWER TO PERSONALIZE

Sprinklr's U-CXM integrates with Dynamics 365 to combine third-party data with modern touchpoints—LinkedIn, WhatsApp, Messenger, and more—to highlight trending topics and common issues in near-real time. This insight can be used for rapid query resolution and to build more personalized experiences.



COMPLIANCE AND SECURITY

Microsoft Azure delivers valuable insights on secure and scalable infrastructure. As the platform trusted by 95% of Fortune 500 companies, it integrates with your business apps to bring you fast and compliant access to your customer data, when and where you need it.

More than 75 of the world's 100 most valuable brands use Sprinklr to create incredible customer experiences

SAMSUNG

verizon[✓]

PHILIPS



NETFLIX

SONOS

L'ORÉAL

**WELLS
FARGO**

SAP

HONDA



Unified-CXM. The human touch – at the right time, in the right place. Every time.

Sprinklr's Unified-CXM platform gives you everything you need to unify the customer journey. It will help you to:

- Understand and improve on every interaction
- Reach, engage, and serve your customers
- Gain an edge in a competitive marketplace

You may have point solutions in place to achieve these aims. They may work in isolation. But when connected, your data is worth much more than the sum of its parts.



From siloed CRM to Unified-CXM

SaaS CRM platforms come online.
Brands are in control.

Digital and social channels go mainstream. **Consumers are connected and in control.**
Huge gaps emerge, being filled with disjointed point solutions.

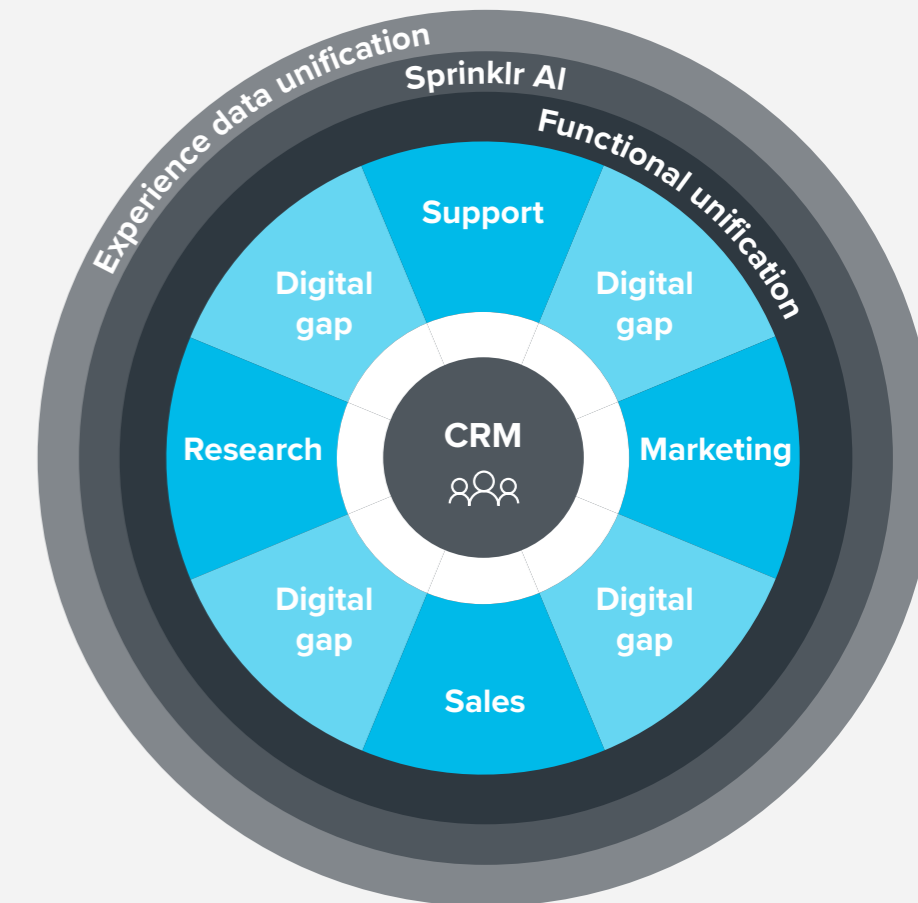
Unified-CXM platforms unify customer experiences across all digital customer-facing functions. **Brands and consumers are able to re-connect.**



2001



2011



2021

Ours is a fundamentally different approach to customer experience. As the world's only Unified-CXM platform, we bring cohesion to point-solution chaos. Giving you:



**A SINGLE SOURCE OF TRUTH
TO POWER YOUR CX**

Unified-CXM gives your entire organization access to consistent data—helping teams work in sync to build personalized customer experiences.



**INDUSTRY-LEADING AI ACROSS
60+ VERTICALS**

Leverage the world's most advanced AI engine to tap into conversations and data across more than 30 digital and social channels—and surface actionable insights that drive better strategies.



**A PURPOSE-BUILT,
ENTERPRISE-READY PLATFORM**

Only Sprinklr gives you full access to data, insights, and features powered by a single, shared platform—so you can create seamless omnichannel customer experiences.



Unified-CXM in action

Together, Sprinklr and Microsoft give you much more than valuable customer insight. With our Unified-CXM platform, you can:

GENERATE TANGIBLE ROI IN AS LITTLE AS TWO DAYS

With flexible, scalable architecture and tailored AI models, you can move from planning to production in days.

SAVE 35% ON AVERAGE

By shifting from siloed point solutions to a unified approach, you can consolidate channels, collaborate across teams, and save an average of 35%.

But we know stats like these can feel a little abstract. Your customers exist in the real world. So should your CXM solution. Here's how Sprinklr and Microsoft are already helping businesses like yours:

South Korean consumer electronics multinational powers growth by consolidating point solutions into one, unified platform

CHALLENGE


With disconnected technology and processes, this company needed a solution to help sell, serve, and retain customers at scale.

SOLUTION

Sprinklr helped to consolidate all point solutions into one Unified-CXM platform. Agents can now access customer data and engage on a single screen with CRM integration, and leverage AI-powered knowledge to drive efficiencies.

RESULTS

 **10%** growth in revenue

 **5 billion** data points analysed with the power of AI



Our partner leverages Sprinklr as its omni-channel communication hub to reduce costs and drive efficiency



CHALLENGE

An ever-growing stack of point solutions posed numerous challenges for our partner's marketers. Keeping track of never-ending email threads, project group chats, and spreadsheets left them with little time for creativity and innovation.

SOLUTION

Sprinklr has enabled the team to plan multi-channel campaigns effectively, produce content quickly, and continuously analyze insight to optimize performance—all while reducing costs.

RESULTS

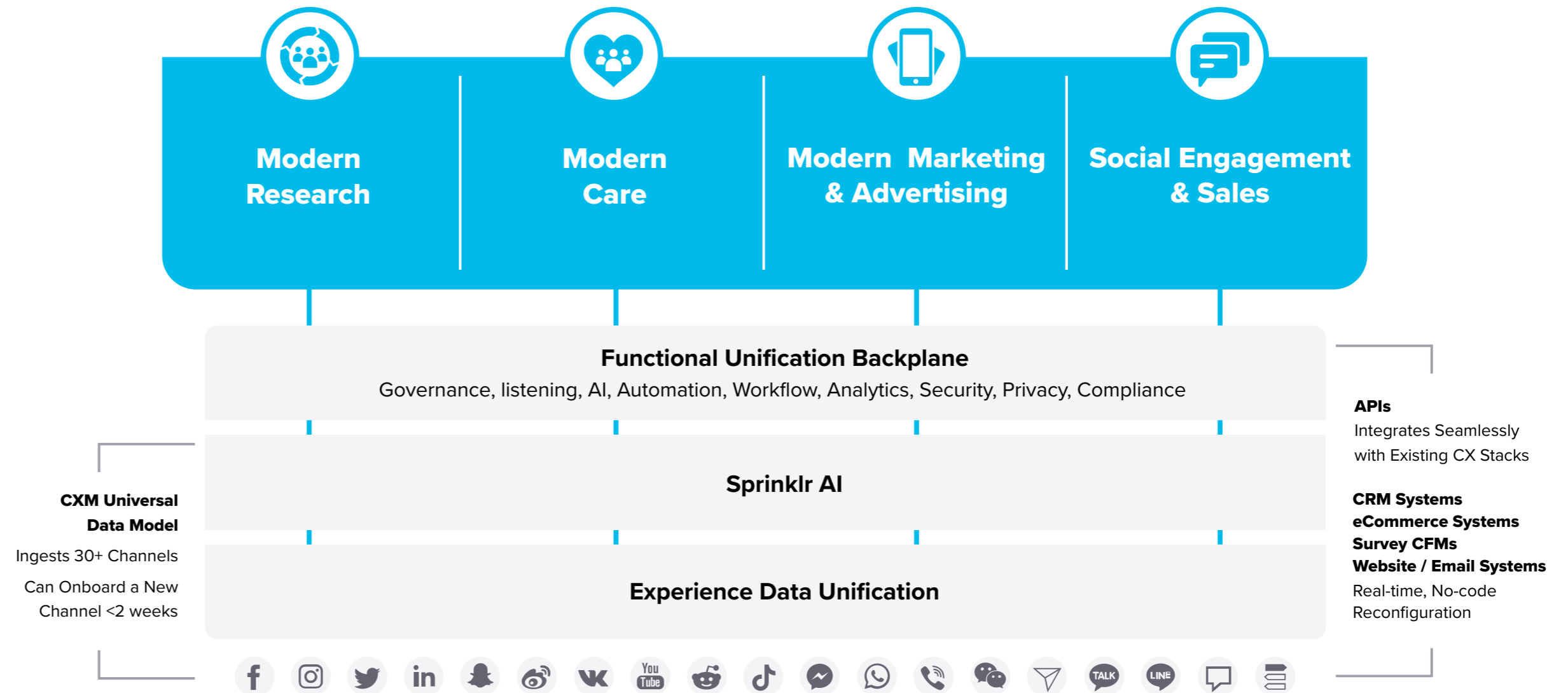
-  **5000+** pieces of content created per month
-  **50%** reduction in costs



Let's make your customers smile

There's a better way to keep up with the rapid growth of data across dozens of modern channels—and meet the rising demands of your customers.

Unified-CXM: four industry-leading products in one intelligent platform.





Experience the human touch, at scale. Request a Unified-CXM demo.

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