



Sprinklr Insights

Get consumer, competitor and brand intelligence, capture customer feedback, manage your reputation and mitigate crises - all within a unified platform.

Understand your customers, power business growth and protect your brand with Sprinklr Insights



Voice of the Customer

Gain deep insights about your customers, capture feedback on your products and services and manage your online reputation effectively



Brand Monitoring

Track brand mentions and KPIs across channels. Detect trends, monitor sentiment and benchmark against competition for valuable consumer insights.



Crisis Management

Detect threats to brand reputation at very early stages, get notified in real-time and route insights and alerts to relevant teams to ensure swift response.



Competitor Insights

Benchmark PR and brand KPIs against competition, perform like-for-like comparisons against competitors' products and identify differentiators and gaps in your offering.

The Sprinklr Advantage

Capture customer feedback in real-time with industry-best channel and data coverage

Effortlessly integrate 30+ social and digital channels, 400K+ media sources, 1B+ websites and review sites with owned data for a complete, 360-degree view of customer feedback.

Unlock relevant insights faster with industry-leading AI

Leverage the combined power of Sprinklr's specialized AI and Generative AI to uncover trends, themes, root causes and get clear actionable recommendations. Achieve industry-best accuracy of 90%+ with verticalized AI models and business-specific customizations.

Drive actions and decisions across teams with a unified platform

Customize reports, create rich data visualizations and quickly share insights. Ensure your teams swiftly act on insights with automated alerts and the ability to route and directly respond to critical messages or crises with appropriate governance controls.

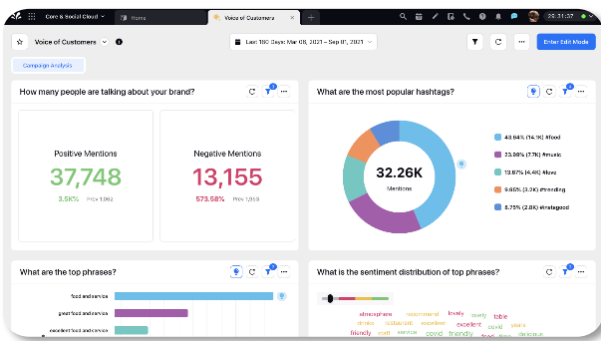
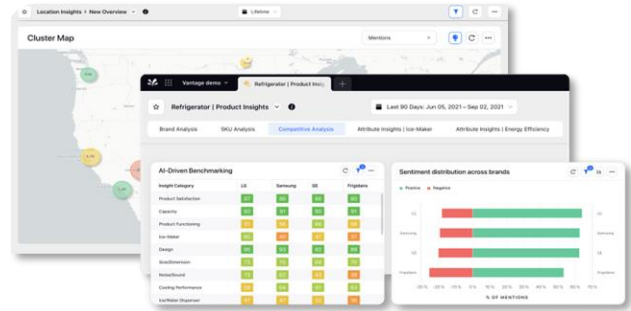


Social Monitoring & Analytics

Social listening, Benchmarking & Visual Insights

Unlock valuable consumer, brand, and competitor insights from diverse social Channels and media formats.

- Comprehensively capture and analyze customer conversations across 30+ social channels
- Measure owned, earned and paid media against competitors in real-time
- Mitigate the risk of counterfeits and identify posts with visuals of your brand to maximize UGC use cases



Customer Feedback Management

Product Insights, Location Insights Drive better Customer Experience with business-critical insights from 600+ review sources & 20+ location-specific channels.

- Capture real-time customer feedback on products and locations across social and digital channels
- Identify customer pain points and areas of improvement to drive product innovation and better customer experience
- Benchmark your product against competition, identify gaps and potential differentiators

Media Monitoring & Analytics

Stay on top of crucial stories — and ahead of social media crises

- Measure the success of your PR initiatives with comprehensive media coverage, accurate measurement and reporting automation
- Measure and benchmark PR KPIs against competition, determine quality of media coverage against the industry and improve your PR strategy
- Proactively detect crises with automated alerts, by discovering trending events and themes and getting granular insights around PR coverage

