sprinklr

Sprinklr Service: Making Customer Service the Strategic Differentiator for Brands

> "69% of customers have stopped doing business with a brand because of a negative service experience."
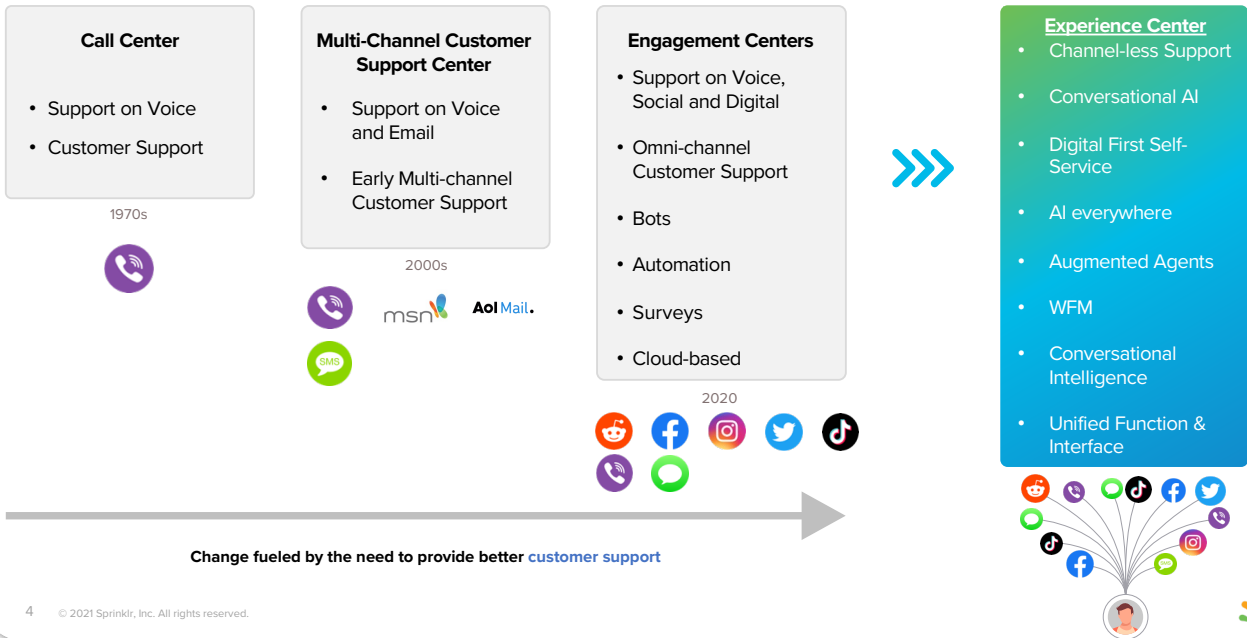>
> **– Gartner**

In a world where brands offer products and services that are nearly indistinguishable. customer experience plays a crucial role in differentiating the brand in the eyes of the customer. Enhancing customer experience stands as a paramount aspect of customer service, while optimizing agent experience also significantly contributes to fostering customer delight.

Customer service has been here for over 60 years now, and it has always been evolving. What were call centers in the past have now evolved beyond being just contact centers, to customer engagement centers.

This evolution progressed for the last 10-15 years. And then, these engagement centers hit pause. What were they failing to deliver? Experience. They have not evolved to become experience centers.

Contact centers need to evolve into *Experience Centers*

Call Center

- Support on Voice
- Customer Support

1970s

Multi-Channel Customer Support Center

- Support on Voice and Email
- Early Multi-channel Customer Support

2000s

Engagement Centers

- Support on Voice, Social and Digital
- Omni-channel Customer Support
- Bots
- Automation
- Surveys
- Cloud-based

2020

Experience Center
- Channel-less Support
- Conversational AI
- Digital First Self-Service
- AI everywhere
- Augmented Agents
- WFM
- Conversational Intelligence
- Unified Function & Interface

Change fueled by the need to provide better customer support

Sprinklr's approach behind transforming contact centers to experience centers

1

The best service experience is when your customers don't need one

2

The second best experience is when customers can help themselves

3

The final experience is when agents are empowered to solve issues in the first interaction

Introducing Sprinklr Service

Sprinklr Service is a cloud-native unified customer service platform powered by AI that enables seamless customer & agent experience across 30+ digital, social and voice channels, and delivers real-time actionable & scalable insights — eliminating the need for any other point solution.

Engage proactively with customers

- Discover recurring customer issues by identifying top contact drivers
- Share real-time actionable insights within your organization to improve processes, product, and people capabilities
- Identify frustration signals during a customer's fulfilment journey, so you can anticipate their issue and engage proactively
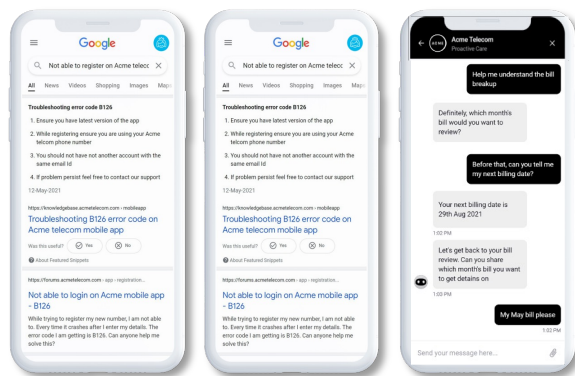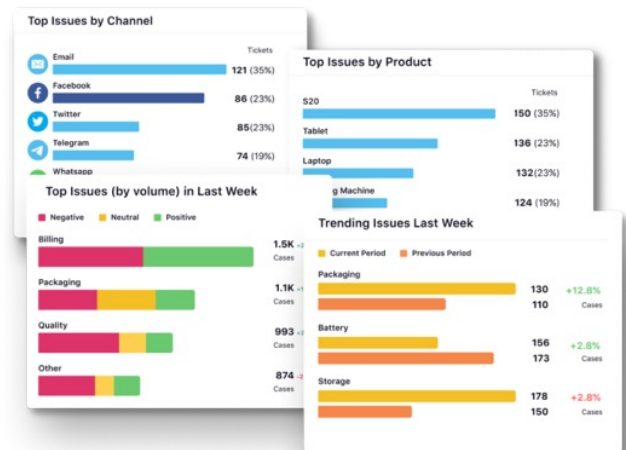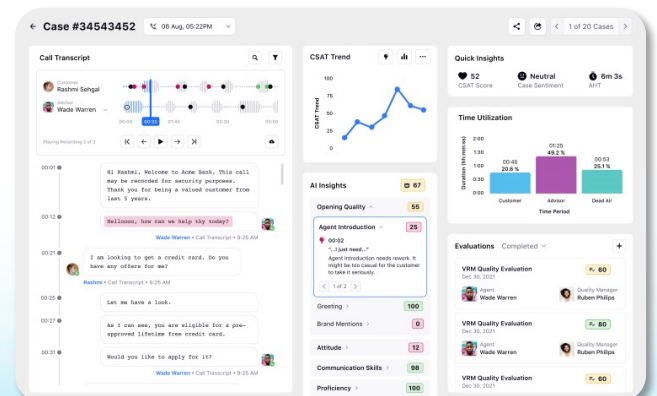
Enable self-service for customers

- Empower customers by providing a public-facing, SEO optimized knowledge base
- Encourage self-service with interactive Q&A based troubleshooting guides and self-service community with AI powered moderation
- Robust omnichannel conversational AI bots can solve routine queries and reduce response times

Empower agents to deliver best experiences

- Pair each customer with the best qualified agent, using AI
- Provide all capabilities to resolve cases on a single unified console for the agents
- Empower agents with automated case management, AI-powered knowledge recommendations, automated performance management, and more

Sprinklr Service's unified capabilities powered by AI across Self-Service, Contact Center Automation & Intelligence, and Agent Productivity opens a never-before opportunity for the customer service function to be the strategic differentiator for the brand.

From being a siloed cost-function → to an impactful value-driving function

- Uncover opportunities for automation, process transformation and digitalization with customized reporting
- Scale VOC insights to other functions of the brand to enhance product, service and processes

From unhappy agents → to empowered & efficient agents

- Conversations, Customer 360, Knowledge base and more – empower agents with one customizable screen for everything that agents need to operate
- Never lose context on channel switch
- Leverage AI to automate workflows, improve quality and coach agents to improve performance

From a rigid legacy infrastructure → to scalable customer service on cloud

- Bring all your contact center queues, agents, branches across all geos on one unified platform
- Leverage one platform from conversational AI to conversational intelligence

From ineffective AI in customer service → to generative AI powered customer service

- Build one AI model and scale it across use-cases, channels and all contact center capabilities
- Leverage the most accurate AI models trained over a decade on public unstructured customer data

From resolving customer service issues → to driving sales, revenue and growth

- Automate customer service issues to free up the agent bandwidth
- Enable intelligent self-service across all customer-preferred channels
- Free-up agent bandwidth and transform service queues to sales queues

Unlock the full potential of your contact center with our all-in-one CCaaS platform

Reimagine your contact center operations with AI at its core. Automate manual processes to improve agent productivity and delight customers at every touchpoint.

Channel-less customer service capabilities
Scale your support function across every channel. Deliver a unified brand experience to customers and simplify operations for your agents and supervisors.

Inbound Voice | Outbound Voice | Social | Live Chat | Community

Self-Service

Reduce service costs and eliminate long customer queues by providing delightful self-service experiences powered by AI.

Conversational AI
Conversational IVR
Knowledge Base

Agent Experience

Employ AI to facilitate agent enablement and automate workflows to ensure your agents are happy and productive.

Agent Assist
Unified Agent Desktop
Omnichannel Routing
Agent-facing KB

Planning and Insights

Gain insights from customer interactions and social media discussions. Use them to enhance your product capabilities, boost efficiency, and improve your CX.

Quality Management
Conversational Analytics
Reporting and Analytics
Surveys
Workforce Management

Sprinklr empowers customer service teams to drive exceptional customer service, multiply agent productivity and uncover actionable contact center insights - all within an AI-powered, cloud-agnostic platform. Our pre-configured solutions helps you deploy faster and shortens values realization timeframe