

**Deloitte.**  
Digital



# Unlock the value of **customer** **engagement**





In today's competitive marketplace, what your customers say about your brand is what matters most. Product research and purchasing happen in real time online, advertising has become more personalized, and customer care is the new marketing.

It's time to become a truly **customer-centered enterprise.**

WELCOME TO THE SOCIAL MARKETPLACE:



**85%**  
of consumers trust  
online reviews as  
much as personal  
recommendations



**26,380**  
online business  
and restaurant  
reviews are posted  
every minute



**86%**  
hesitate to  
purchase from  
a business with  
negative reviews



**3.2B**  
people are  
connected on  
social media



**71%**  
of customers who  
have a positive  
service experience  
via social media are  
likely to recommend  
that company

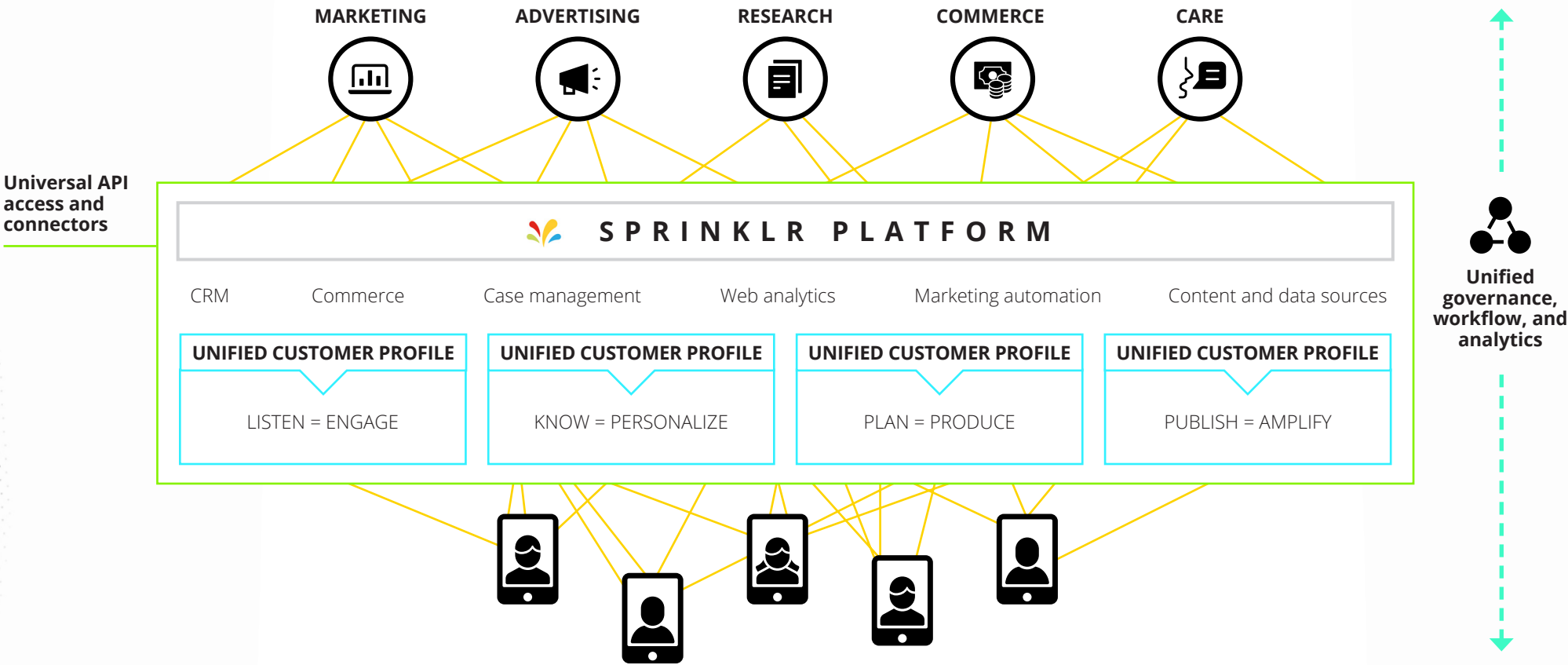


# Purpose-built to meet your challenges

While the world may be more connected and more chaotic than ever before, one thing hasn't changed: people never forget how you make them feel. To meet new customer expectations, enterprises need to know and serve their customers in a whole new way—through communication, collaboration, and integration. That's where Sprinklr can help.

Sprinklr is a single, unified, collaborative platform that helps the world's largest brands reach, engage, and listen to customers across more than 25 social channels. When deployed across the enterprise and integrated with web, commerce, email, CRM, and marketing automation systems, Sprinklr becomes the backbone for customer experience management.

It gives you the ability to communicate across external channels, collaborate across internal silos, and deliver human experiences at scale through marketing, advertising, research, commerce, and care.





# Deliver on your brand promise consistently

Together, Deloitte Digital and Sprinklr help organizations integrate, accelerate, and drive customer experience in a way that creates deep value for their business. Bringing together Sprinklr's experience management platform with Deloitte Digital's industry knowledge and experience, we help integrate, optimize, and run Sprinklr in a way that continually delivers value to your end-customers—no matter which parts of the business they interact with. More importantly, we help ensure you're set up to fuel your business with critical insights that can lead to improved efficiency and innovations.



## **Integrate your data and workflows**

Our experienced integration, strategy, analytics, and managed services teams set your Sprinklr platform up to leverage business insights from across your organization.



## **Accelerate your customer experience**

Your teams will be empowered with the information needed to quickly and consistently deliver meaningful customer experiences, every time.



## **Drive the future of your business**

As you become a connected, customer-centered enterprise, you'll have the information necessary to identify new business opportunities and help keep your organization ahead of the competition.



# What being customer-centered looks like



## MORE AGILE B2B2C



**This is Jen.** She works with thousands of independent insurance agents across the country and needs a way to translate her corporate marketing expertise into a repeatable, agent-led approach.



Her teams can load sharable content into the Sprinklr asset manager, make it available for agents to amplify their social outreach, and get visibility into what messages are working in each market. Agents have the flexibility to draw from the latest logos, visuals, and messages, see what's working where, and personalize content for their own networks.



This turnkey solution helps agents connect with customers on an individual basis while also giving Jen more control over customer outreach, using Sprinklr as a centralized hub for brand management.



## RETAIL THAT RESONATES



**Meet Greg.** He's always on the hunt for ways to identify new audiences, engage with customers, and make the shopping experience more compelling for his global retailer.



Using the Sprinklr platform, Greg can implement real-time online and location-based insights, see what's popular with consumers, and create a shoppable gallery across the retailer's social channels. If someone posts a photo of their favorite new outfit, Greg can view it, engage with that consumer, and even ask for permission to advertise with that content.



Leveraging user-generated and brand produced content, Greg can enhance the customer experience and improve the retailer's understanding of the customer journey.



## HOSPITALITY AND LEISURE THAT LISTENS



**Say hi to Christine.** She runs the U.S. division of an international hotel chain and needs to be more involved in the millions of conversations customers are having about their experience.



The Sprinklr platform helps amplify those experiences and puts her properties in front of potential customers in new ways, including targeted social ads based on user conversations and behaviors. Christine's team can also better communicate with customers, gain real-time service feedback, and quickly uncover and address issues—making Sprinklr a unified customer care platform too.



Armed with new insights, this hotel chain can get creative as they craft better experiences and customers can see their collective input making a difference.



# Make your customer experience ambitions a reality

If you're ready to integrate your customer data and unlock value by delivering the consistent, personalized brand experiences your customers expect, we should talk.

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