





Conversational AI. Redefined.





Customer service today requires a fresh, new approach

“73% of Customers rank CX as an important factor in their purchasing decisions and 59% of customers will walk away after several bad experiences.

- PwC



La mejor manera de cuidar a nuestros clientes

1

Cuida a tus clientes
sin que ellos te
contacten,
comunicándote
proactivamente

2

Cuida a tus clientes
dándoles las mejores
herramientas de
autoservicio

3

Cuida a tus clientes
dándole
"superpoderes" a los
agentes, con
recomendaciones a
tiempo real



Advanced AI & automation help you scale across channels and make your customers happier

TOUCHPOINTS

Listen to customers on channel of their choice

8 LAYERS OF AI

Understand data using advanced language processing, text analytics & AI

ACT

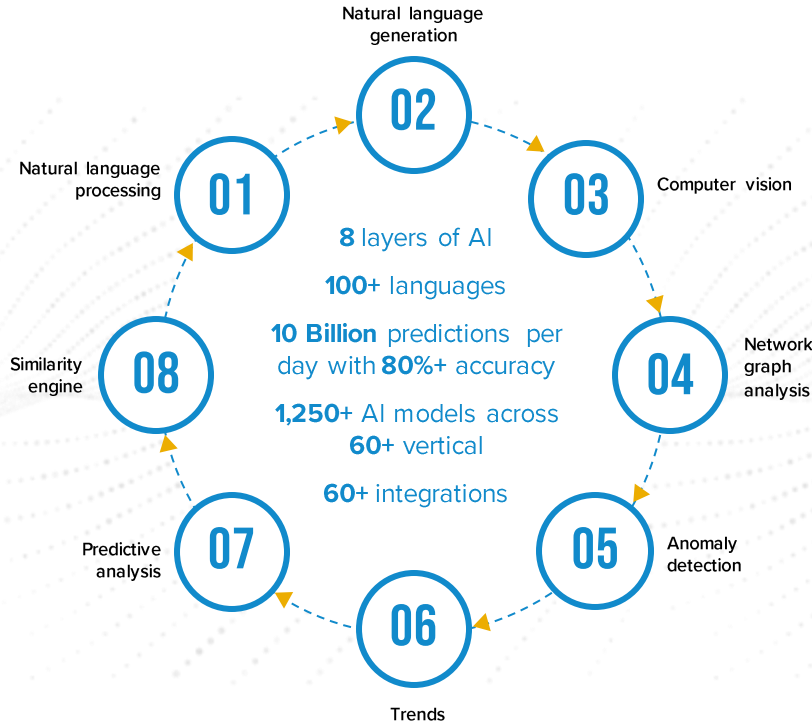
Get actionable insights & allow teams to work together to improve CUSTOMER EXPERIENCE

Modern DATA SOURCES

- Social Platforms
- Messaging Platforms
- Live Chat
- Forums
- SMS
- Email
- Voice

External DATA SOURCES

- Survey Data
- First-Party Data
- CRM Data
- Call Transcripts



Conversational AI

Multiple Intent Detection

AI content Moderation

Spam detection

Smart Assist

Smart Response

Smart Pairing

Intent based Search

Automated Skill Updation

Case Quality Score

Short & Long Term Forecasting

AI Driven Coaching

AI Powered Moments

Predicted CSAT

Performance Analytics

Hawk Eye / DSAT

Smart Alerts

Customer Journey Analytics

Root Cause Analysis

Proactive Service

Self Care

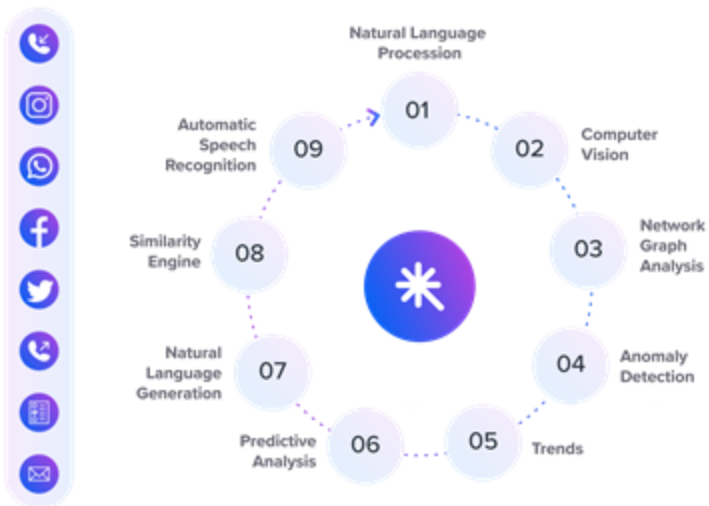
Agent Assistance



Sprinklr AI+

Unifying the best. For the best customer experience.

Sprinklr AI



- Platform supported by algorithms focused on CX data
- Customized across verticals and customer-specific details
- 2,000+ models on a unified codebase across 100+ languages
- Refined against real-world use cases and scenarios

Generative AI

OpenAI

Vertex.ai

Azure OpenAI

Amazon Bedrock

Qwen

MISTRAL AI

Meta AI

+

=

- Broad, powerful models modify knowledge in natural language
- Official engagement with generative AI leader, OpenAI models and APIs

Sprinklr AI+

AI Everywhere paradigm enriches CX data for deeper insights, better decisions, faster actions.



- AI-generated recommendations and content for agents, marketers, analysts
- Seamless experience across every AI capability – for every Sprinklr user
- Reigns in expansive nature of generative AI to respect governance required by Unified-CXM

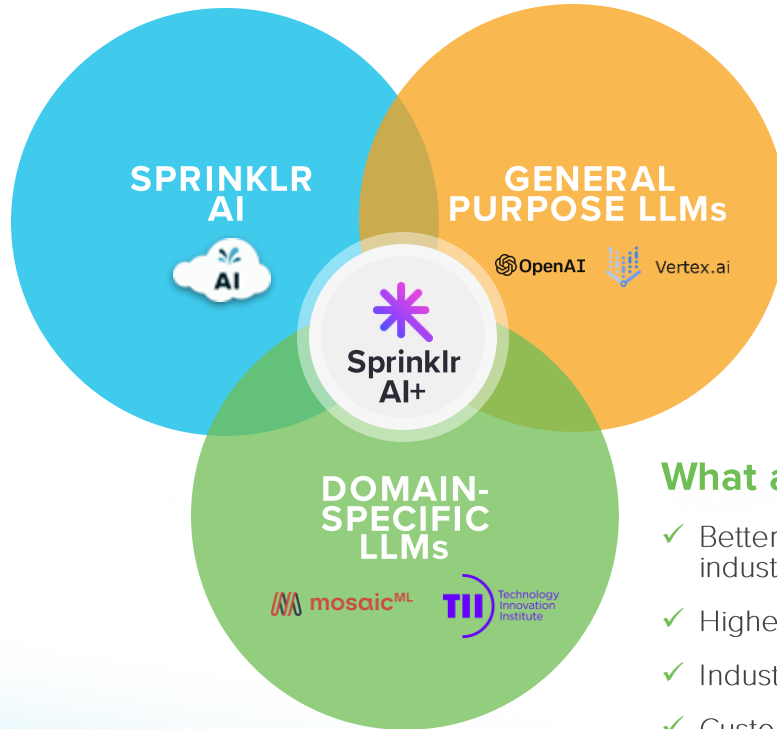
Un-siloed teams. Happier customers.™



What is our perspective?

What are we good at?

- ✓ Platform supported by algorithms focused on CX data
- ✓ Customized across verticals and customer-specific details
- ✓ 2,000+ models on a unified codebase across 100+ languages
- ✓ 7 patents
- ✓ Trained for 10+ years with 5.000.000.000.000 comments per year



What are they good at?

- ✓ Language compression
- ✓ Intent understanding
- ✓ Text generation
- ✓ Summarization

What are they good at?

- ✓ Better context as trained on industry & customer data
- ✓ Higher accuracy
- ✓ Industry-specific compliance
- ✓ Customer & industry-specific vocabulary & jargon



Phase 1: Define Bot Persona

Conversational AI+ : 4 easy steps to create a bot, with Generative AI capabilities

1 Define Bot Persona

2 Define Functions

3 Define Skills

4 Define Guardrails

The screenshot shows a web interface for configuring a bot persona. The main heading is "Define Bot Persona" with a "View Persona Prompt" link. The configuration fields include:

- Name:** Alex
- Personality:** Professional Sales
- Tone:** Bold
- Supported Languages:** English, Hindi
- Description:** Define what the bot does
- Show live bot activity:** A toggle switch is turned on. Below it, a preview shows a user message: "I did not like the product delivered in my last order. Please raise a refund!" and a bot response: "Searching for your orders"

At the bottom right, there are "Cancel" and "Save" buttons.



Phase 2: Define Functions

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Conversational AI Appli +

Add Function

Overview >

Guardrail Ⓞ

Guidelines to be followed

- Verifying Order Details: The bot verifies essential information such as order number, customer name, using {order_verify} to ensure accuracy before proceeding with the cancellation and refund process.
- Validating Eligibility: Check the order status, payment verification, and adherence to refund policies to determine if the order is eligible for cancellation and refund.

Sprinklr Guardrail
Create firm guidelines to ensure bot follows your pre-defined policies

+ Create Sprinklr Guardrail Auto Generate Guardrail

Setup Function ▾

Function Type ▾
API Function

Select API ▾ + Create New API
Refunds_Orders_D09K23

API Outputs

- Refunds_Orders_Value
- Refunds_Orders_Date
- Refunds_Orders_TOKEN
- Refunds_Orders_Name

Cancel Save



Phase 3: Define Skills

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The screenshot shows the 'Add Transactional Skill' configuration page. The interface is divided into several sections:

- Overview:** Includes fields for 'Name' (Skill Name) and 'Description' (To resolve all the refund related queries).
- Prompt:** Contains an 'Aim' (To handle order cancellations and initiates refunds, providing customers with a seamless experience.) and 'Tasks' (Ask for order id from the customer which can be used to identify delivery status using [order details](#) function. If user has ordered multiple items under one ID, please ask to verify product. Place Order Return: Using [order return](#) place order return. Only place return orders for orders that are marked delivered already. Obtaining Customer Consent, Providing Confirmation and Notification).
- Define parameters and function access:** Includes 'Additional Required Function for the Skill' (Audio & Entertainment, Electronics Orders, Order verify) and 'Parameter Access' (Bot Parameters: Subscription Details, Order Status).
- Fallback & Agent Handover:** Includes 'Select Required Agent Skills' (Refund Orders, Order Cancellation) and 'Work Queue' (Orders Team Queue).

Buttons for 'Cancel' and 'Save' are located at the bottom right of the form.



Phase 4: Define Guardrails

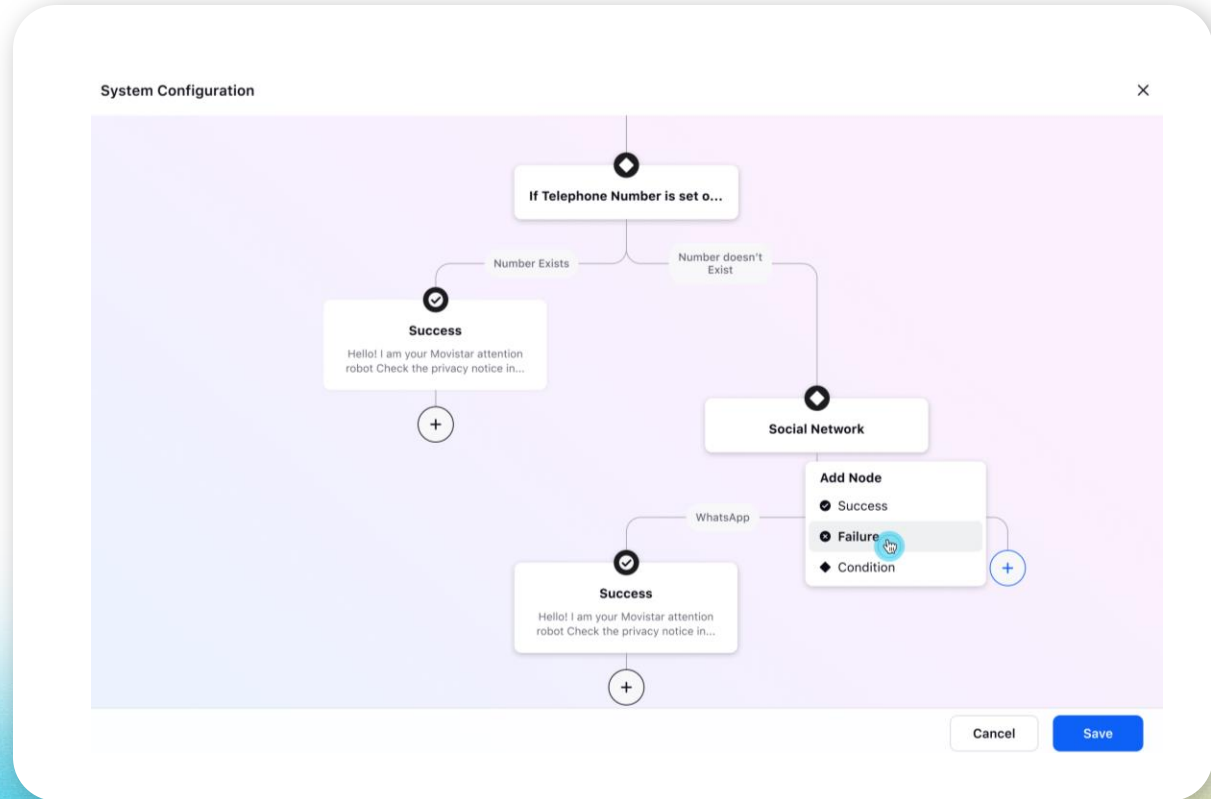
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Thank you

