





## **Voice of the Customer. Redefined.**

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## **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

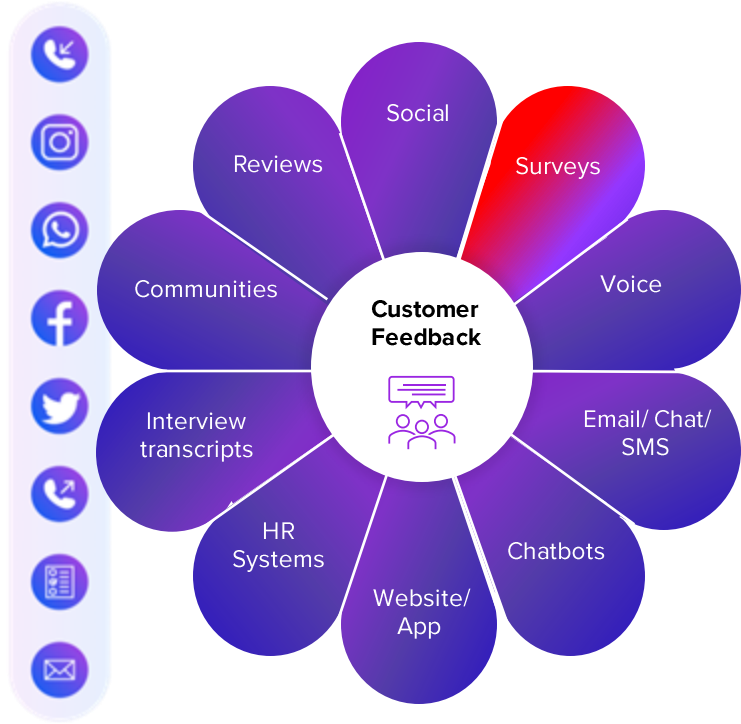
Cuida a tus clientes  
**sin que ellos te  
contacten,  
comunicándote  
proactivamente**

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**

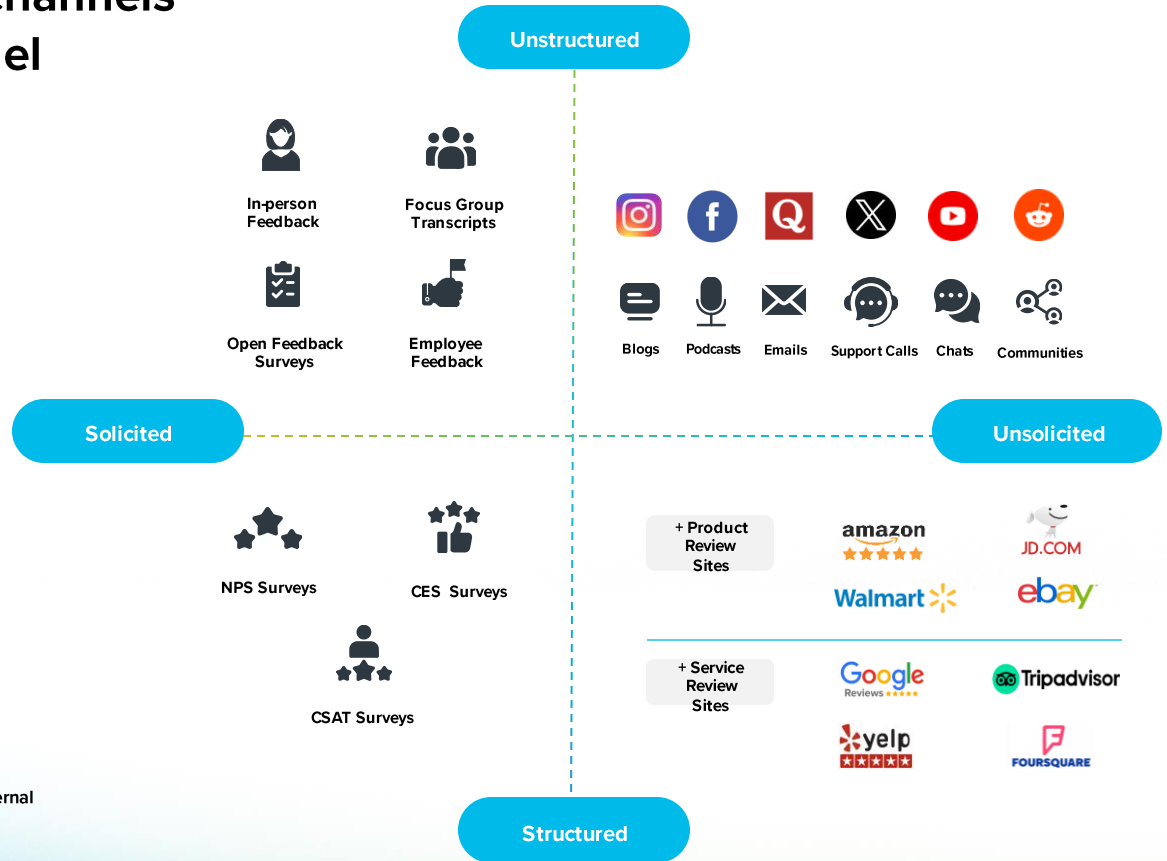


# Distribute surveys across channels and get unified omnichannel reporting

Reduce implementation times by seamlessly distributing surveys across channels including Email, Web, Social, WhatsApp and more.

Eliminate dependencies on manager services or Sprinklr. Gain control over your customer experience programs

Gain access to real-time analytics and reporting that consolidate data from all survey channels.



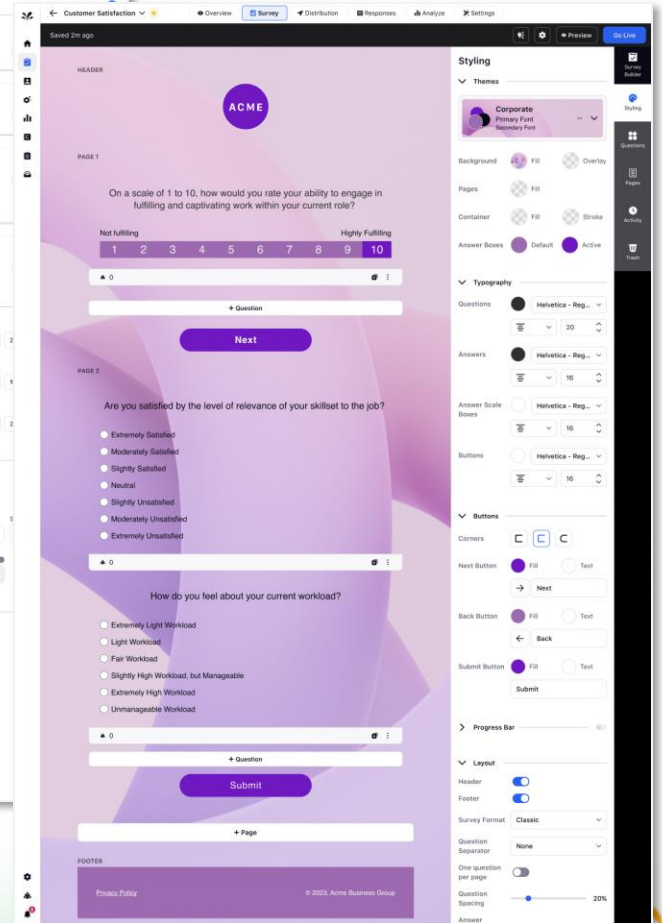
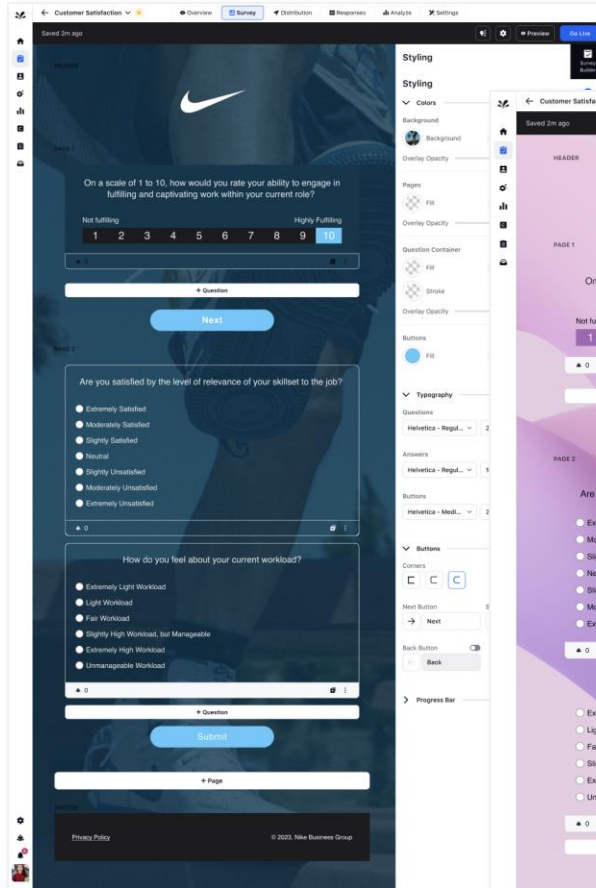
FORRESTER

Brands must leverage both solicited and unsolicited feedback data along with internal business data to get more meaningful insights ([Reference](#))

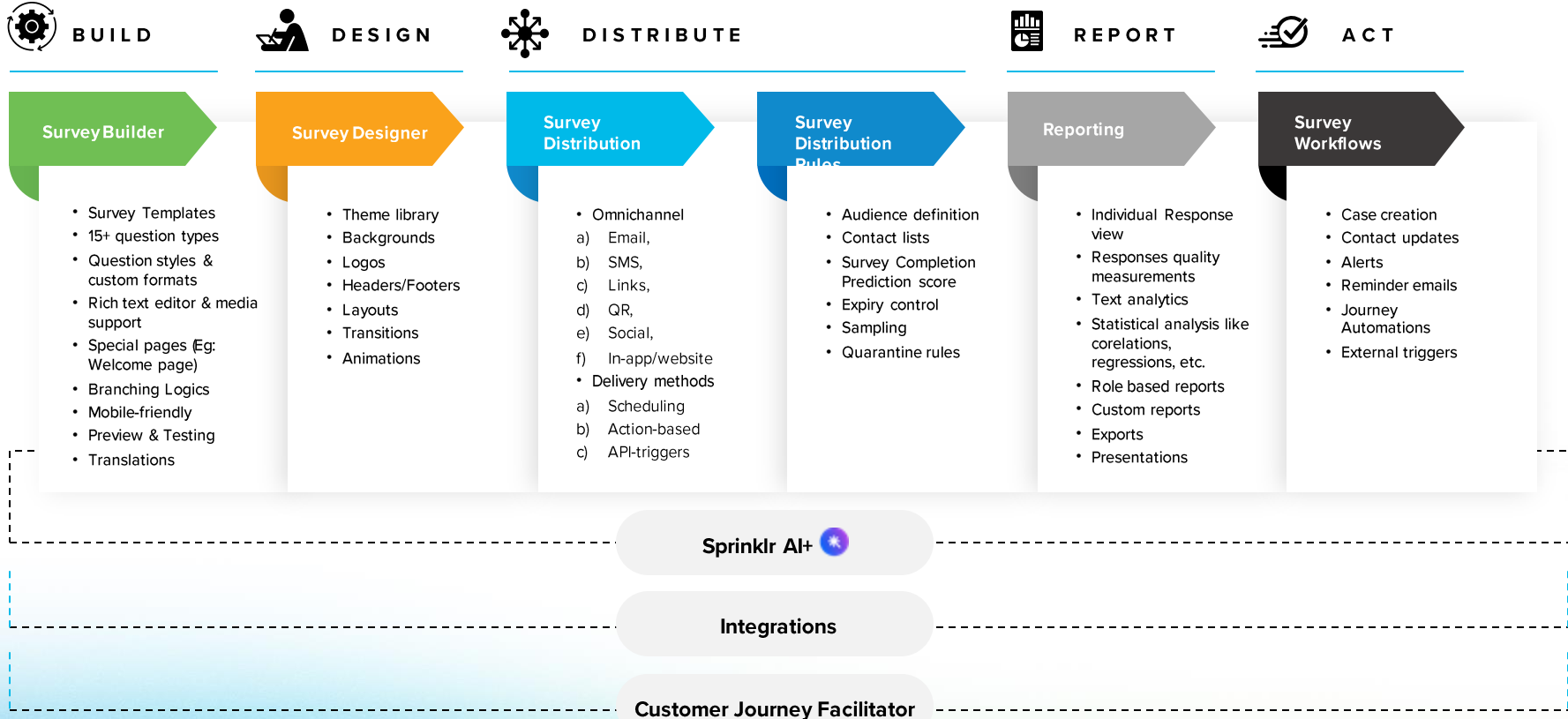


# Introducing Sprinklr's Customer Feedback Management Solution

Augment solicited feedback with Sprinklr's existing unsolicited feedback sources to derive actionable and complete insights



# End-to-end Survey Management

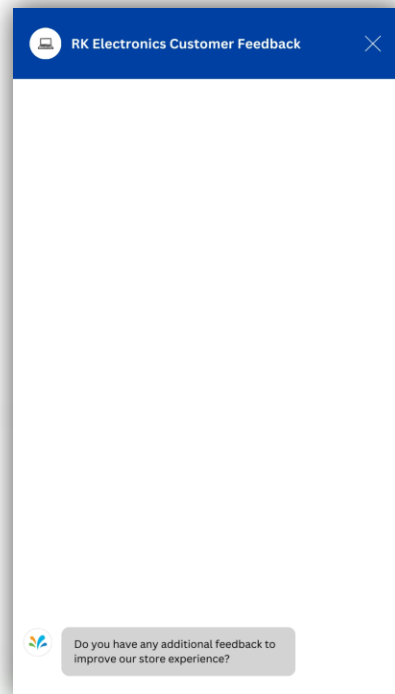
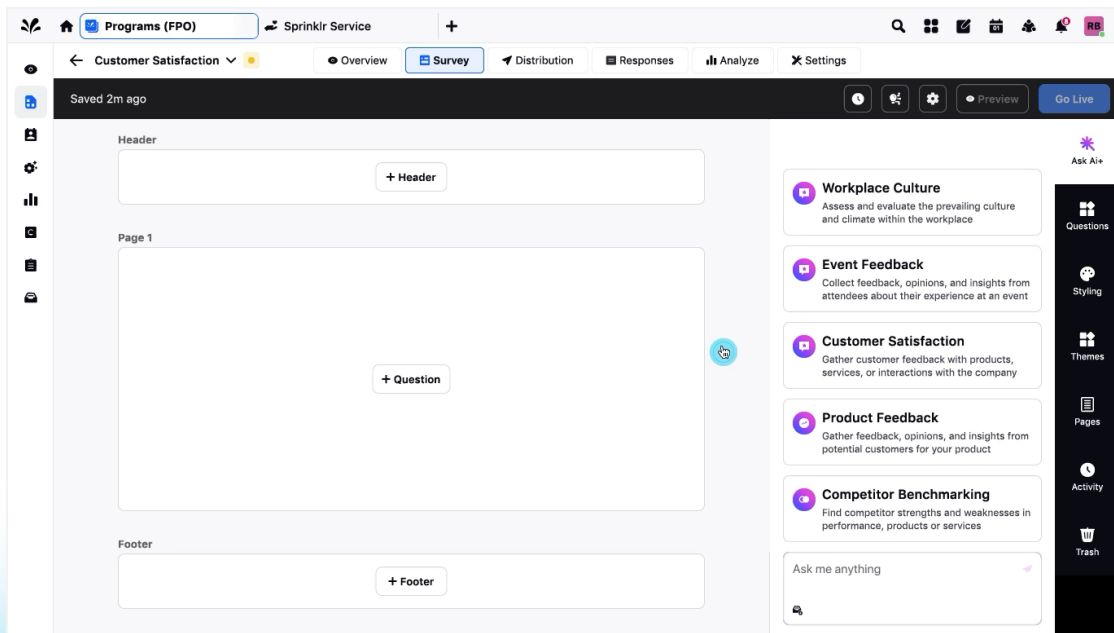




1

# Build & Design

# Building surveys has never been this easy



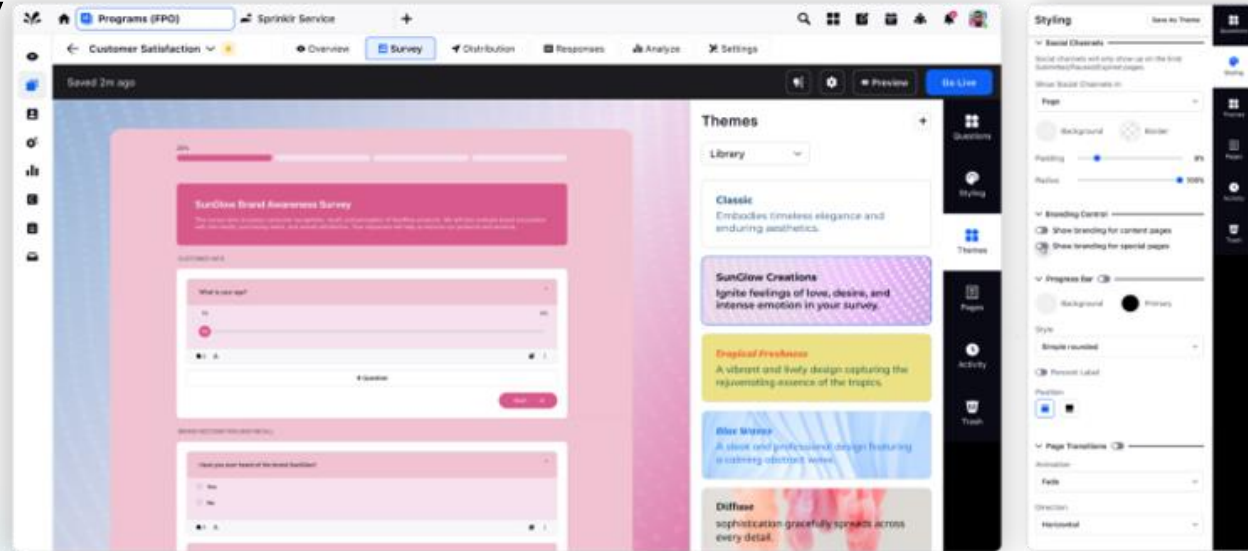
- Enter a prompt to describe the research and the required metrics to be measured
- Change tone, theme, styling, length, etc. with simple prompts

Generative AI can ask smart probing questions to collect actionable feedback



# Designing surveys has never been this easy

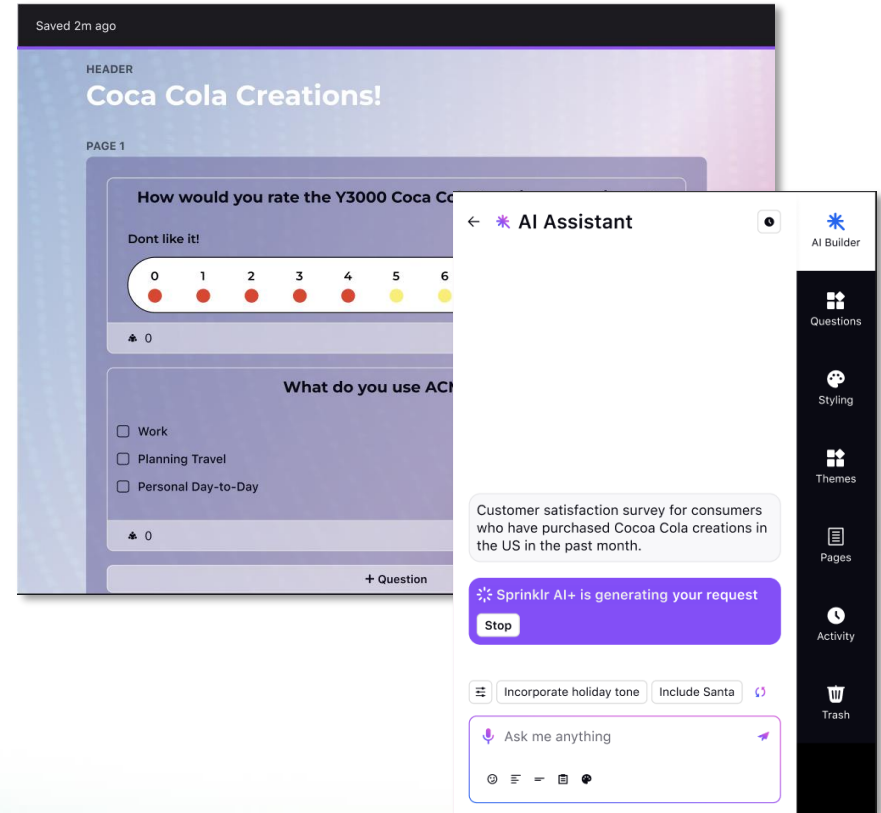
- Automate survey styling by simply inputting the brand logo or a website screenshot.
- Instantly generate brand compliant templates by uploading brand assets and your logo.
- Choose from a wide range of themes, customize as required and leverage mobile-friendly designs to maximize survey completion rates.



- Enter a prompt to describe the research and the required metrics to be measured
- Change tone, theme, styling, length, etc. with simple prompts

# AI-first In Surveys

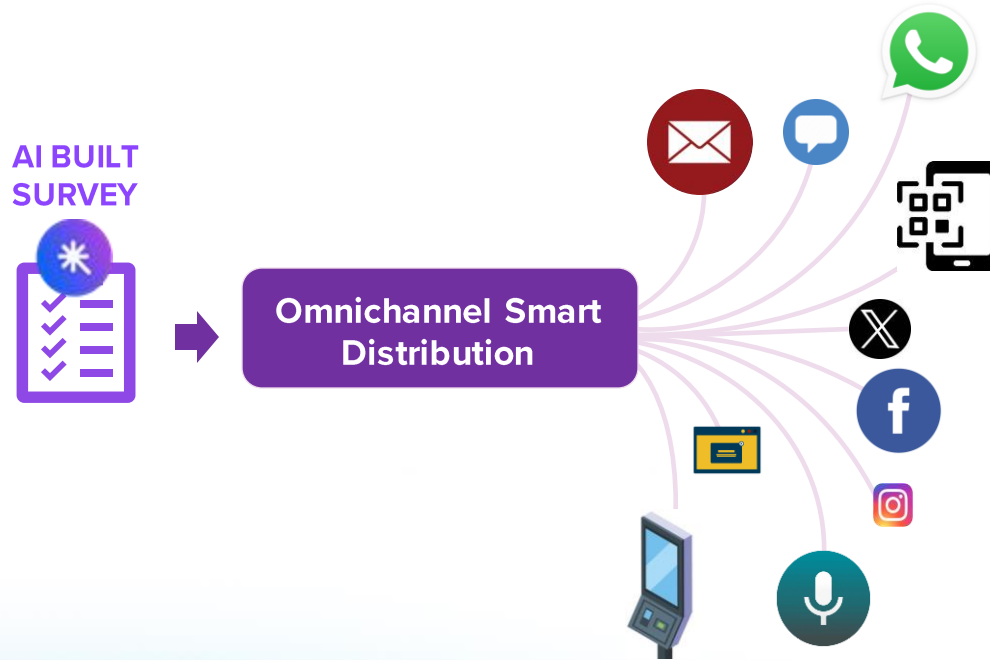
- **AI+ Survey Builder**  
Generate and edit survey questionnaires by inputting prompts in human language over an interactive chat
- **AI+ Survey Styling**  
Automated branding of surveys with simple Input brand logo or website screenshot
- **Conversational Surveys**  
Interactive "conversational experience" for respondents instead of tedious form-filling
- **Smart Suggestions**  
AI autocompletes and suggests questions, choices and labels based on survey best practices
- **Quality Responses Identification**  
Response quality checks like random answering patterns, straight lining, speeding, gibberish, profanity, response length, generic feedback, etc
- **Root Cause Analysis**  
Automated insights generated with a summary of what happened, why it happened (factors) and how to act upon (recommendations)



2

**Distribute**

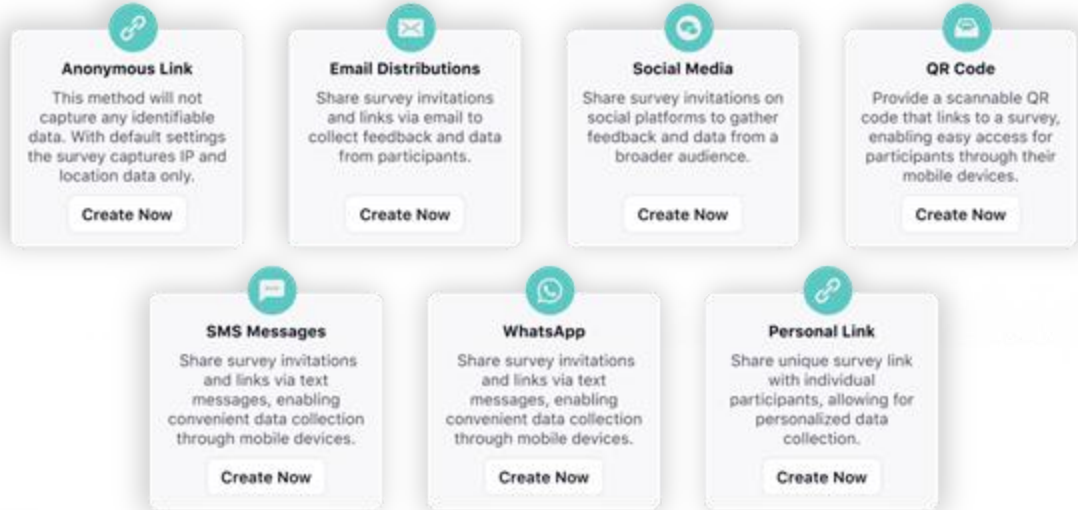
# Omnichannel Surveys For Every Customer Interaction



- 1 Distribute surveys on the channel that customer prefers
- 2 Distribute via Emails, Messaging Platforms, QR, Social, IVR, Voice Calls, Website Intercepts, Kiosks and more
- 3 Smart Rules to deliver at the right moment

# Build surveys in seconds and be where your customers are

- Instantly generate brand compliant templates by uploading brand assets and your logo. In a matter of SECONDS.
- Choose from a wide range of themes, customize as required and leverage mobile-friendly designs to maximize survey completion rates.
- Build once, send through any channel. Be where your customers are.



3

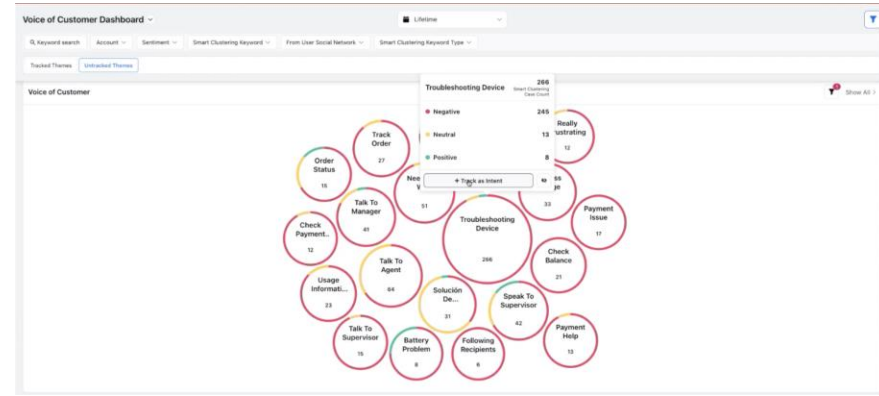
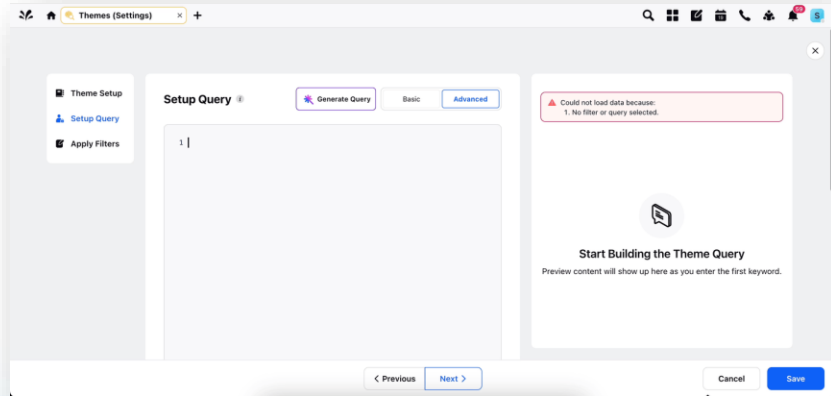
## Report



# Classifying Data Into Relevant Categories

From manually ideating & creating classification framework

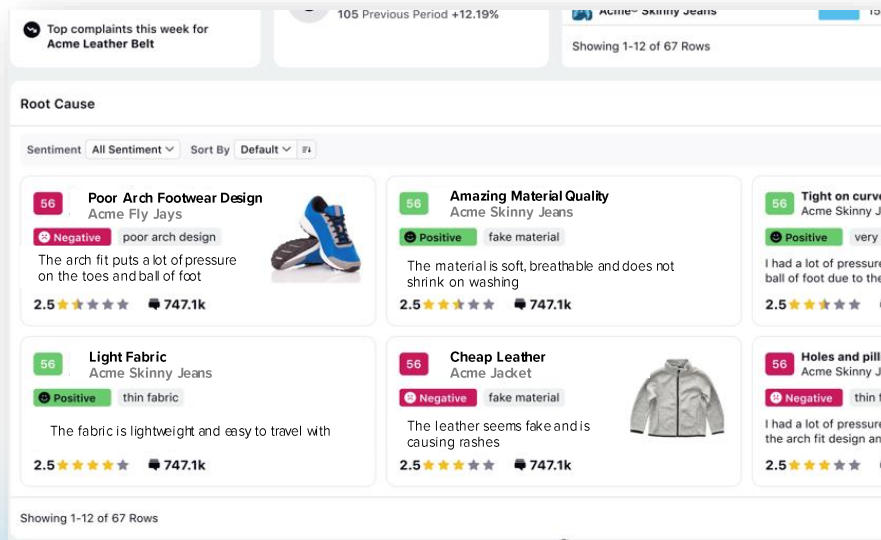
... to complete set up within few clicks



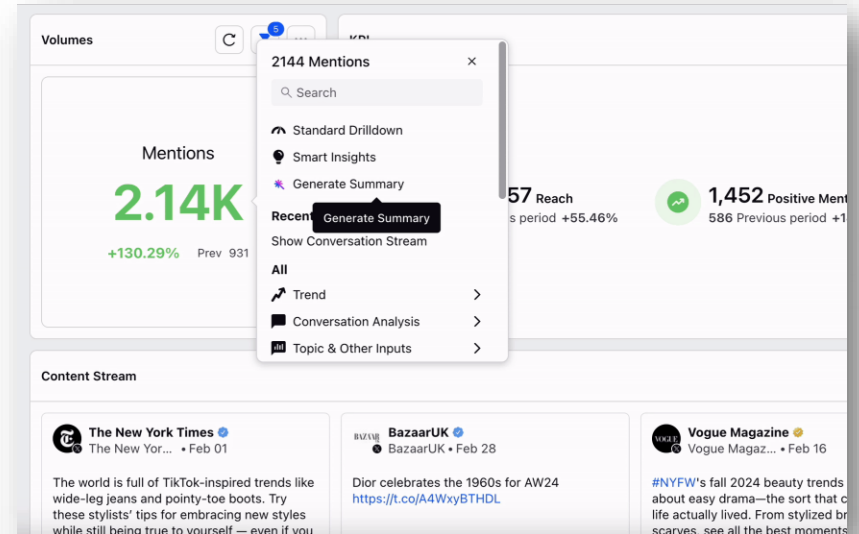
- Manually identify all possible themes that are required for a use case
- Manually create query for individual themes

- Leverage AI to identify existing and new themes
- Let the AI run the maintenance for you

# Simplify Learning using Generative AI



- Identify top root causes that drive specific customer intent from the underlying feedback data
- Filter root cases based on sentiment and impact on metrics



- Summaries for multiple conversations based on top underlying themes
- Generated as concise bullets along with the sentiment associated



4

**Act**

# Predict impact of Root causes & get Recommendations

## Predictive and Prescriptive Analytics

**56** Generated by Sprinklr AI • 1 min ago

### Star Rating for **iHealth Barometer** has **decreased** by **23%** over the last **24 hours**


**325 Mentions** 30% less than daily avg.

Top Factors

- iHealth Glucose Strips** and **iHealth Oximeter** contributed the most to the decrease
- Availability** and **Accuracy** contributed the most to the drop

Recommendations

- 📦** Prioritize optimizing stock levels and bolster precision in iHealth glucose strips and oximeters to boost customer satisfaction and elevate product ratings



6 Jan 7 Jan 8 Jan 9 Jan 10 Jan

Star Rating

Comment | ☆ | 👍 | 👎

Archive View Details



# Drive actionability and close the loop

- Automatically create cases based on survey responses and close the feedback loop.
- Ensure timely response to critical feedback by setting up custom alerts and triggering reminder emails automatically.

**Update Case, Queues and Status**

Name  
Test Records

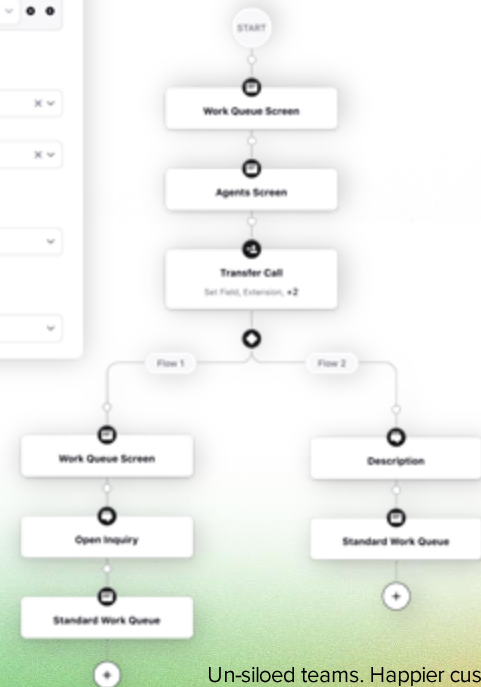
**Set Fields** ▾  
Custom Fields

Channel Case id	Set	Moderate User	•
Select Fields	Select Operator	Set Values	• •

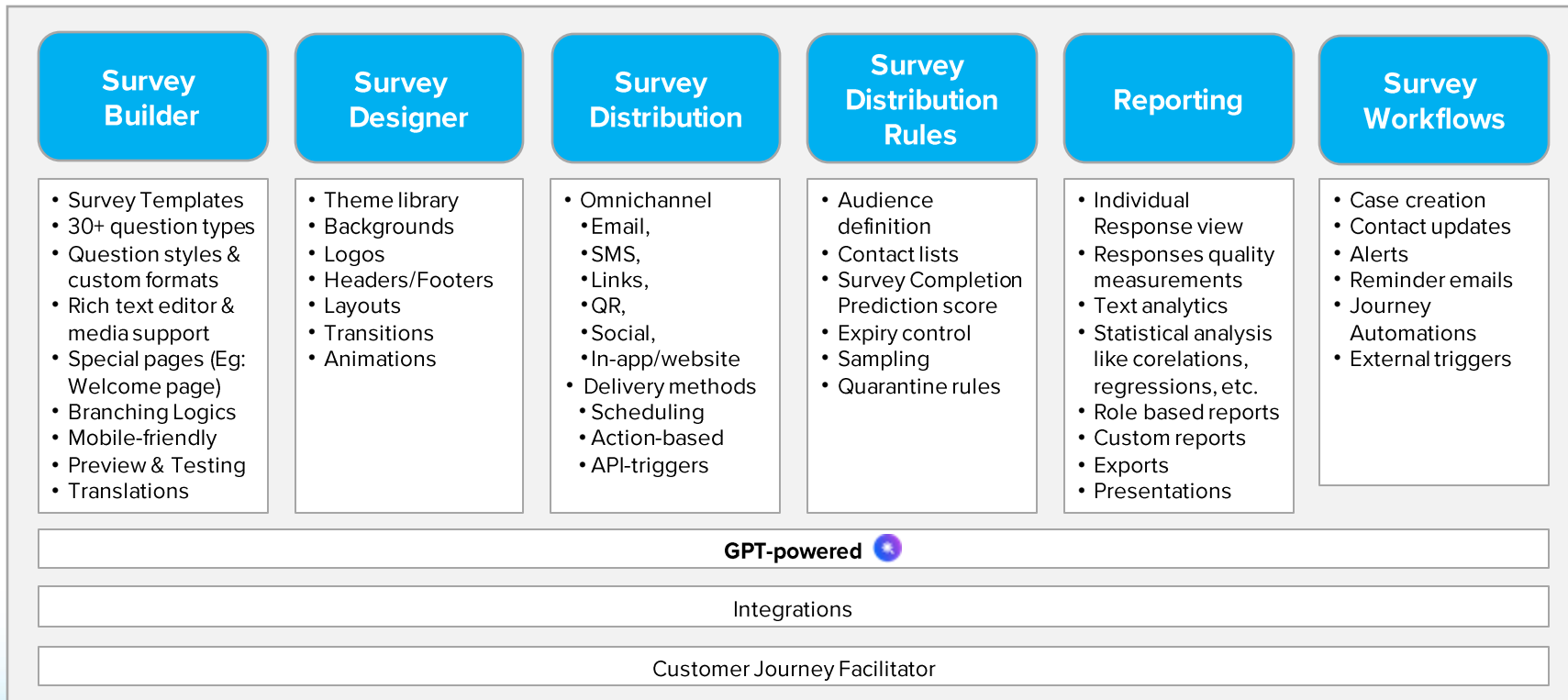
**Case Queues** ▾  
Add to Case Queue  
SunGlow X LGT X Auditor Copy X ▾  
Remove from Case Queue  
SoulSkin Cases Sampled X SoulSkin Cases Not Sampled X ▾

**Assignee** ▾  
Assignee  
Select Assignee ▾

**Status** ▾  
Status  
Select Status ▾



# End-to-end Survey Management



# What makes Sprinklr Surveys Unique?



## AI-assisted Survey Builder

- ✓ **AI+ Survey Builder**  
Generate and edit survey questionnaires by inputting prompts in human language over an interactive chat
- ✓ **Conversational Surveys**  
Interactive "conversational experience" for respondents instead of tedious form-filling
- ✓ **Smart Suggestions**  
AI auto-completes and suggests questions, choices & labels based on survey best practices



## Automated Insights

- ✓ **Simplified Insights Discovery**  
Automated insights live edge feed with correlations, regressions, text analytics and Root cause analysis
- ✓ **"Unknowns" Detection**  
AI continuously surfaces emerging or unknown categories in the data automatically with minimal setup
- ✓ **Industry-best AI**  
Categorize survey data at scale with AI+ powered phrase detection & verticalized sentiment models



## Unified Workflows

- ✓ **Hypothesis Testing**  
Validate survey results by launching a project to analyze unsolicited social/reviews data. (or vice versa)
- ✓ **Boost Reach Of Surveys**  
Distribute surveys on social with Publisher and boost using target ads with Sprinklr Marketing
- ✓ **Surveys For Every Touchpoint**  
Surveys after support interactions, website or community page visits, etc.



## Outcomes

Improved Response Rates, Better Response Quality, Reduced Time to Insights



# What makes Sprinklr Surveys Unique?



## Hypothesis Testing with Surveys & Digital Data

Validate survey results through a digital listening project, **analyzing large volume of unsolicited social/review data** to confirm findings in just a few clicks. (or vice versa)



## Automated Insights Edge Feed

**AI-powered Insight stream** with drivers of customer sentiment, emerging themes, suggestions to improve sentiment, automated correlation and regression analysis.



## Modernized Conversational Surveys

Replacing the traditional forms, conversational surveys provide an interactive experience for respondents and uses **AI-powered probing** to collect actionable feedback.



## AI-assisted Survey Builder


Generate and edit survey questionnaires in seconds by inputting simple prompts such as research goals. Style surveys automatically with **creative AI** based on brand assets

AI First | GPT-powered 

 **Higher confidence in insights and actionability**

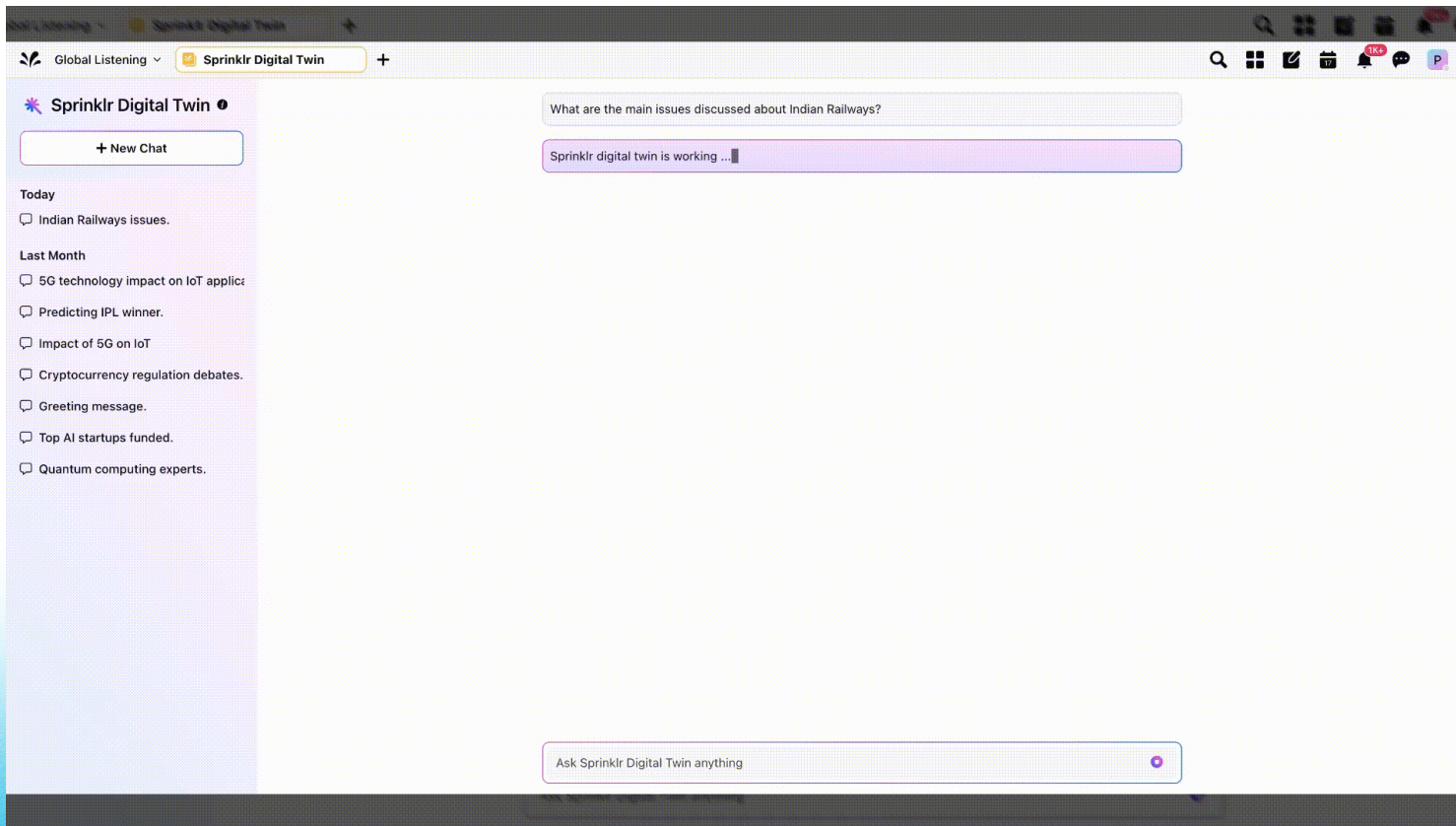
 **Reduced Time to Insights  
Ease to Drive NPS Growth**

 **Increased Response Rates  
Better Response Quality**

 **Less time to deploy  
Low learning curve**



# Future of Customer Research | Get your own Assistant!



**Thank you!**