Digital **Customer-First** TRANSFORMATION SYSTEM | Reference Architecture Model

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sprinklr

Conversations | Community | Collaboration | Campaigns | Content

Third-Party Technologies

INBOUND

OUTBOUND

Third-Party Technologies

3rd-Party Call Centers

Stock Image House

Enterprise Omni-Channel DAM

3rd-Party CRM Data

3rd-Party Marketing Automation Data

3rd-Party Commerce Sites

Email

Website

3rd-Party Reporting

3rd-Party Segmented Audiences

3rd-Party Commerce Data

3rd-Party Loyalty Systems

3rd-Party Web Traffic

3rd-Party Compliance

Web

3rd-Party Call Centers

Email

Website

3rd-Party Commerce Sites

3rd-Party Reporting

3rd-Party Compliance

Audience Management

Communities

Front-Office Functions

MARKETING
CUSTOMER CARE
ADVERTISING
COMMERCE
RESEARCH + ANALYTICS
PRODUCT DEVELOPMENT
PUBIC RELATIONS
SALES
HUMAN RESOURCES
LEGAL
FINANCE

Planning

Content Marketing

Publishing

Case Management

Command Center

Ratings & Reviews

Employee Advocacy

Engagement

ENRICHMENT ENGINE

Asset Management

UGC

Listening

UGC

INTEGRATION

Benchmarking

Intelligence

Campaign Management

Advertising

Audience

ENRICHMENT ENGINE

ENRICHMENT ENGINE

Reporting

Automation

Mobile

Collaboration

Governance

Distributed User Management

Advanced Security

APIs

Risk/Compliance/Regulations Management

GOVERN | ANALYZE | AUTOMATE

SOCIAL

SOCIAL

SSO | SAML

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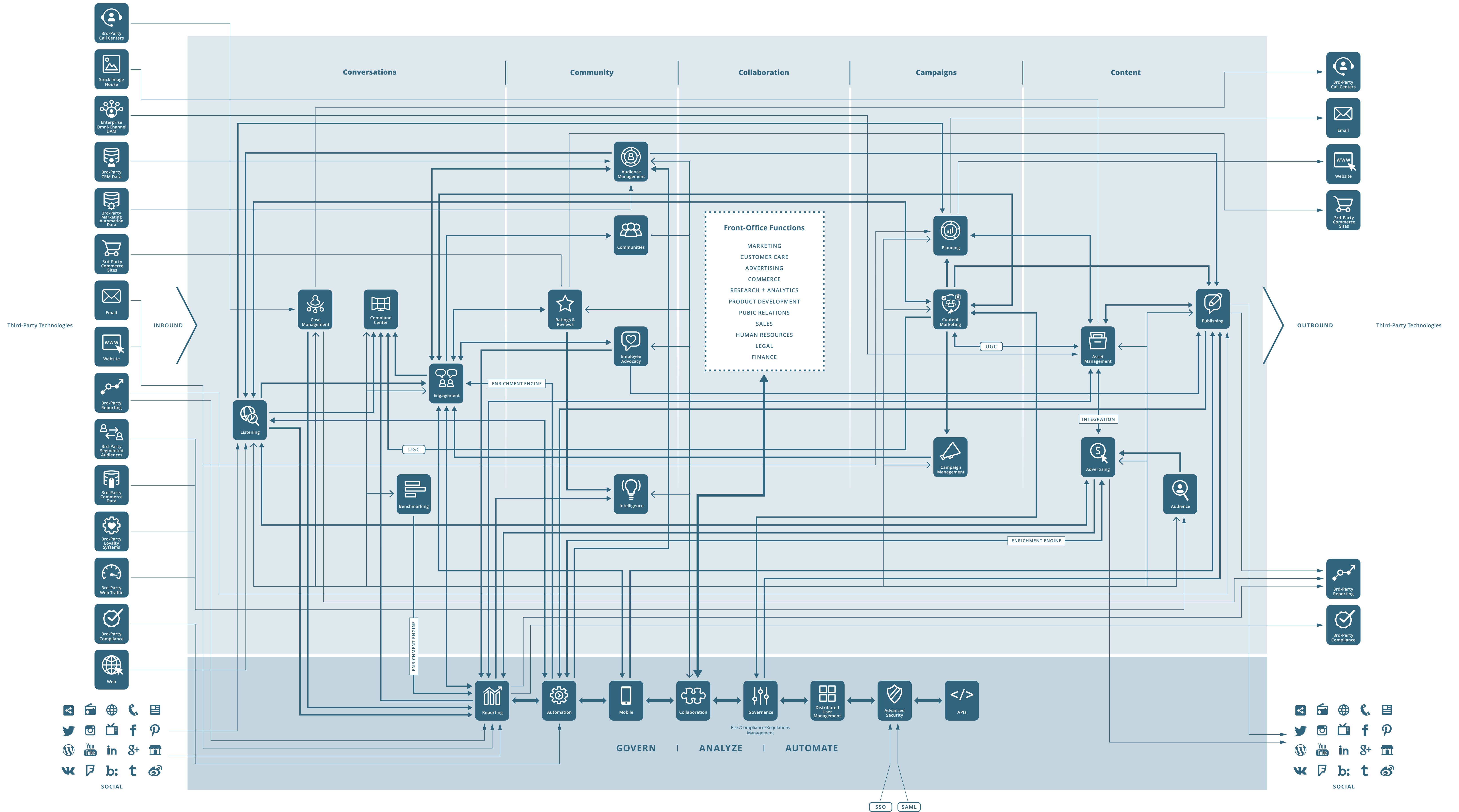
The Digital Customer-First Transformation System

Situation — Digital Disruption

Customer Experience. Digital Transformation. Customer Centricity. The buzzwords swirl around us every day in blog posts, white papers, panel discussions, podcasts, and more. What do they really mean? They're all about customers — and in the new world of empowered, connected people, recognizing all customers and their specific needs is paramount to business success. Every enterprise, however, has been disrupted by digital technology and social engagement.

How did we get here? Three moments in time — we call them waves — tell the story.

Wave 1
Analog to Digital

The first wave seems so basic in retrospect. As computers came to replace analog systems and processes, the Internet emerged as the new way to interact directly with customers. Email accelerated message sharing. E-commerce compressed the world, enabling brands to sell anywhere at any time. Websites enabled brands to deliver product messages direct to consumers. Smart companies leveraged the Internet and other new digital systems to create operational efficiencies. Some innovators thrived, while others struggled to survive. Some, like *Blockbuster*, never got it, and died.

This first digital wave, the age of the Internet, brought us speed and efficiency, and the newly connected world created dreamers and inspired millions. In hindsight, however, it didn't fundamentally change the relationship between people and big organizations. What it did do was spawn another undeniably transformational wave.

Wave 2
Social Disruption

Today, a single *Facebook* post can spur hundreds of customer-facing employees at your company into action. Social media has become more than just a new communication channel where people post pictures of their pets. Social engagement is a revolution, the most disruptive agent large organizations have ever had to deal with.

Social disruption stretches across borders, creating unprecedented levels of information sharing and immediate human-to-human connectivity. It changes how people interact with each other and with brands. Enabled and empowered by countless digital devices and social channels, customers today interact on their terms. The world is their turf, not yours.

This power shift creates massive challenges for complex, distributed, global brands. It forces companies to immediately recognize and engage with each customer as a unique individual, regardless of how or where that interaction takes place.

Doing it right requires linking customer profile data between marketing and customer service divisions so the history of each customer's relationship with your brand is immediately available to any customer service rep or retail sales clerk. This is the new business paradigm. Brands that don't embrace it risk falling behind.

Wave 3
Connected Devices and the Internet of Things (IoT)

The third wave is even more challenging. Building on the emergence of socially connected and digitally empowered people, the Internet of Things is connecting devices to devices — and to people too. Your brand has little chance of winning if you can't map devices to human needs at a personal level.

Adding to this complexity is the changing nature of customer interactions. Today they are fundamentally unscripted, producing ever-increasing streams of unstructured data. To deal effectively with this data tsunami, you'll need a technology infrastructure that can process the most meaningful information and deliver it to the right people at the right time so they can act on it in the right way.

Market Response: Misguided

Many brands are struggling to respond. While 80% of companies believe they deliver superior customer experiences, only 8% of customers say they actually receive great experiences from brands. That's a problem.

None of this means brands should abandon investments in legacy technologies. They must, however, find a way to capture unstructured data, or else they risk missing important context for engaging with customers the right way. Otherwise, they can only see part of the picture: just a portion of who their customers really are and what they really want.

Enter the Digital Customer-First Transformation System

Solving the challenges of social and IoT disruption starts with a mandate: embrace and enable a Customer-First imperative that prioritizes customer needs over everything else. Many brands are just beginning their journey to become a Customer-First organization. Most can't put this transformation into action because they don't have the right technology solutions to manage social disruption.

But the challenge is bigger and requires more than just the right software. Companies need the right technology to bring teams together to meet customer needs, and in the process, move faster to create meaningful value for both customers and the brand.

THE WAY

The urgency to become Customer-First is real. And many global brands need help on their journey. That's why we've created the **DIGITAL CUSTOMER-FIRST TRANSFORMATION SYSTEM.** We invite you to explore the system and learn how it can help you align stakeholders to a common vision for engagement, move faster as a unified team, and create strategic business value from engagement.

Benefits and Outcomes

Situations where the Digital Customer-First Transformation System Aligns Stakeholders, Accelerates Activity, and Creates Strategic Value:

Aligns Stakeholders

Functional teams are not aligned to the same strategic plan.

Team leads are working together cross-functionally but need to align partners and agencies to the strategic program.

Social team does not have a plan to scale engagement across the organization.

Accelerates Activity

Senior executives have initiated a digital transformation program but it is not moving fast enough.

Cross-functional customer experience strategies are taking more time to execute than senior executives originally planned.

Digital transformation strategies are in motion but the organization is struggling to map the competencies and capabilities required to get there.

Creates Strategic Value

Executives are unaware of and/or skeptical that engagement can drive revenue, reduce cost, or reduce risk.

Executives want to become Customer-First but do not have a plan to get there.

Capturing the ROI of engagement has not been successful to-date.

The Models

	RATIONALE	MODEL NAME	DESCRIPTION
1	WHY	Value Model	The Ideal State of Digital Customer-First
2	WHAT Overview	Capabilities Model	What's Needed from People, Processes, and Technologies
3	WHAT Deep Dive	Functional Use Case Model	What's Needed to Drive Strategic Value Across the 'Last Mile'
4	WHERE	Maturity Model	Your Journey to Digital Customer-First
5	HOW MUCH	ROI Model	Validating The Investment in Engagement
6	HOW Overview	Operations Model	Making Engagement Happen — The 5Cs
7	HOW Deep Dive	Reference Architecture Model	Making Engagement Happen — A Unified Design

How to Use the Reference Architecture Model

What It Is

Depicted as a circuit board, it is a blueprint that illustrates how the individual modules of Sprinklr's System of Engagement work together and integrate with external, third-party client systems to power the 5Cs.

How It Helps

By understanding how each module is intrinsically tied together in the Sprinklr platform, and how each Sprinklr module connects to appropriate third-party technologies, brands can clearly see the value in deploying a unified system versus distinct point solutions.

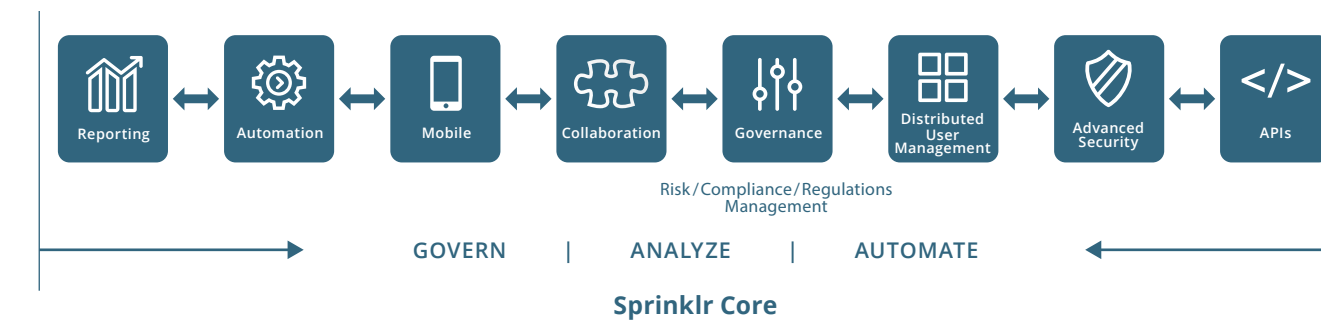### Step-by-Step Guide:

Step 1:

› The Sprinklr platform is represented by everything within the blue box.

› The Sprinklr Core is a set of eight (8) modules illustrated along the bottom of the visual, which are bound together universally by Governance, Analytics, and Automation:

— Reporting
— Automation
— Mobile
— Collaboration
— Governance
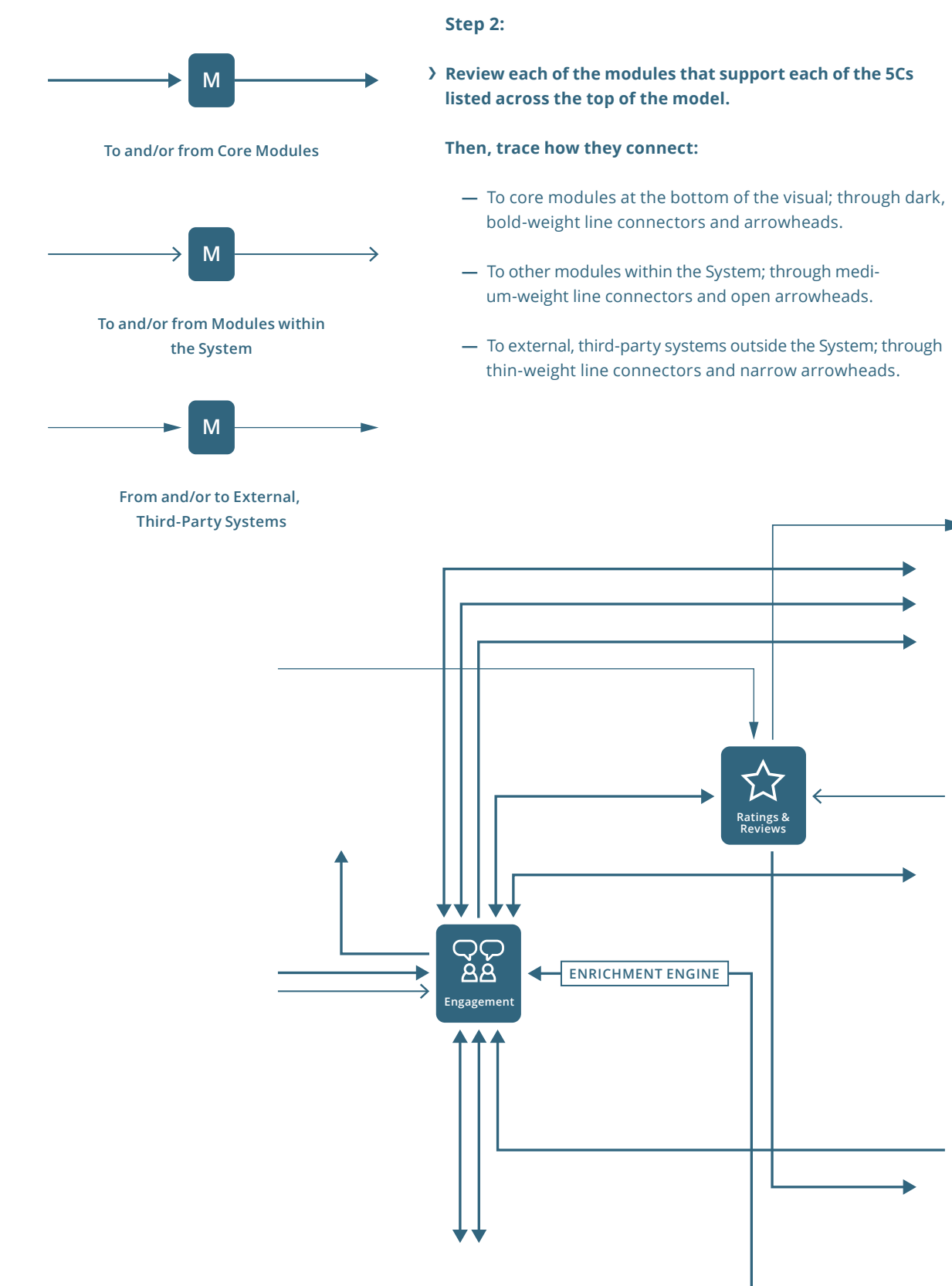— Distributed User Management
— Advanced Security
— APIs

› Next, view the top of the RAM, which lists the same 5Cs that are found in the Operations Model:

— Conversation
— Community
— Collaboration
— Campaign
— Content

› Notice: we refer to the System as the Digital Front-Office Operating System — the reasoning behind this refers to the list of front office functions listed at the center of the visual:

MARKETING
CUSTOMER CARE
ADVERTISING
COMMERCE
RESEARCH + ANALYTICS,
PRODUCT DEVELOPMENT
PUBIC RELATIONS
SALES
HUMAN RESOURCES
LEGAL
FINANCE

— The Sprinklr point of view is that the System — as a unified, integrated platform — functions as an operating system for the enterprise's front-office.

— The universal collaboration engine connects the voice of the customer (e.g., all of the unscripted, unstructured conversations that indicate customer intent, sentiment, profile information, and other behavioral cues) directly into the workflow every customer-facing team needs to use to manage every touchpoint and create great experiences.

Step 2:

› Review each of the modules that support each of the 5Cs listed across the top of the model.

Then, trace how they connect:

— To core modules at the bottom of the visual; through dark, bold-weight line connectors and arrowheads.

— To other modules within the System; through medium-weight line connectors and open arrowheads.

— To external, third-party systems outside the System; through thin-weight line connectors and narrow arrowheads.

Step 3:

Understanding the Value of an Integrated System vs. Multiple Point Solutions

› By tracing how individual modules within the System connect to each other, you can build the story of how Sprinklr is different — we are an integrated, System of Engagement with all key functions of social media management built off the same code base.

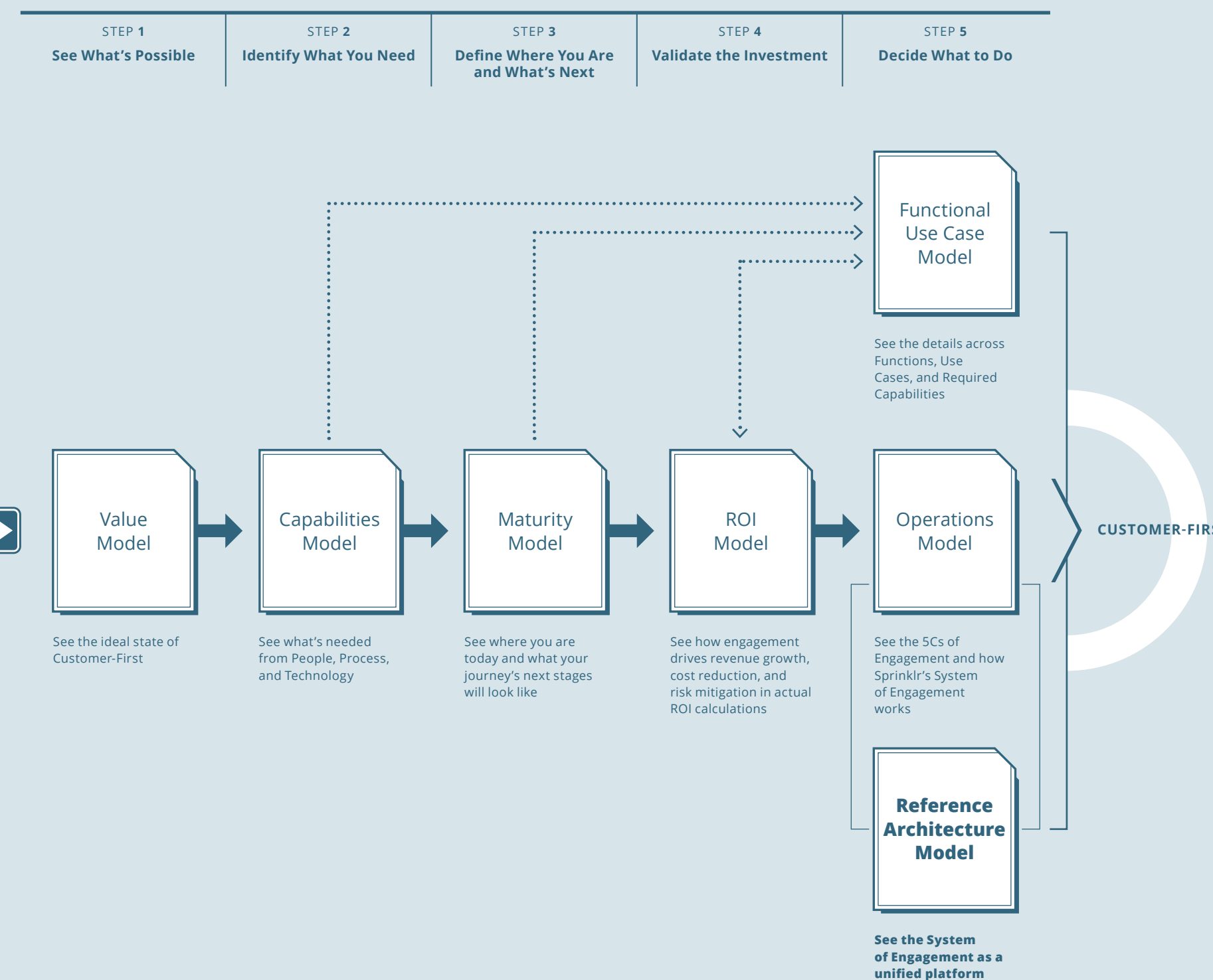› Here are some interesting use cases to show and tell to clients.

Find the Ratings + Reviews and Engagement modules:

— If the client only has one or the other, they won't be able to effectively understand what people are saying about their brand, products, or services holistically AND be able to respond appropriately — you need both modules to do this.

— If Ratings + Reviews is not native to the code base of Engagement, response, research, insights, marketing, care, and other key teams will need multiple integrations — which is time consuming and costly — to link customer data intelligently, jeopardizing the ability to engage appropriately.

— Within Sprinklr, these two key modules are native to the System — just like iTunes and Safari are native to iOS — so internal teams can seamlessly share data and workflow to create faster, more relevant, more personal experiences for customers.

M — To and/or from Core Modules

M — To and/or from Modules within the System

M — From and/or to External, Third-Party Systems

Sprinklr Core

Reporting · Automation · Mobile · Collaboration · Governance · Distributed User Management · Advanced Security · APIs

Risk / Compliance / Regulations Management

GOVERN | ANALYZE | AUTOMATE

Ratings & Reviews

Engagement · ENRICHMENT ENGINE

Your Journey to Digital Customer-First

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5
See What's Possible	Identify What You Need	Define Where You Are and What's Next	Validate the Investment	Decide What to Do

THE WAY

Value Model — See the ideal state of Customer-First

Capabilities Model — See what's needed from People, Process, and Technology

Maturity Model — See where you are today and what your journey's next stages will look like

ROI Model — See how engagement drives revenue growth, cost reduction, and risk mitigation in actual ROI calculations

Operations Model — See the 5Cs of Engagement and how Sprinklr's System of Engagement works

Functional Use Case Model — See the details across Functions, Use Cases, and Required Capabilities

Reference Architecture Model — See the System of Engagement as a unified platform

CUSTOMER-FIRST

DCFTS

Digital **Customer-First**
TRANSFORMATION SYSTEM

Reference Architecture Model

System of Engagement

Conversation · Community · Collaboration · Campaign · Content

Third-Party Technologies — INBOUND

Sprinklr Core

GOVERN + ANALYZE + AUTOMATE

OUTBOUND — Third-Party Technologies

SOCIAL · SOCIAL