

Sprinklr Success Packages

Sprinklr Success Packages- Updated for H2'FY25

Available Sprinklr Success Packages (more details below)

1. Professional Success Package
2. Premier Plus Success Package
3. Premier Plus w/ Technical Account Management ("TAM")
4. Premier Plus w/ Program Management ("PM")
5. Ticket Reviews and Event Planning and Monitoring
6. Bespoke Education Options

1. Professional Success Package

Package Components		
Customer Success and Value Realization	Customer Success Manager to empower and improve the end-customers' digital experiences and achieve business objectives	Included* (In-region**)
	Specialized Guidance to tie business needs to specific use cases, product features, benefits, and value propositions to ensure the maximization of business value realization	Included
	Success Plan to outline and organize partnership milestones aligned to your business goals	Monthly
	Product Specialist to analyze and elevate engagement with platform features and capabilities as a product subject matter expert	As Needed
	Adoption Plan to inculcate industry best practices and ensure users are adopting the platform to the fullest	Quarterly
	Executive Business Review to present strategic value solutions that ensure business goals are achieved and further defined to advance the partnership	Semi-Annually
	Value Realization Check-in to assist with keeping your positive outcomes & business health on track	Bi-weekly
	Business Value Review / Value Alignment Review to analyze and highlight progress towards the prime metrics and key performance indicators that drive measurable business outcomes	Semi-Annually
	Architecture Review platform audits by Product specialist to assess platform health	Annually
Upgrade Planning (Implementation) and Support	Standard Support - 24/7 Global via Voice, Email and Web tickets	< 24 hours Response Time
Immersive Training	Self Service Training through on-demand e-learning courses and CXM certifications	Included
	Daily Instructor Led Workshops virtual feature and product-based sessions, curated for all experience levels	Included

** Sprinklr offers "In region" support for some of its packages to address Customer's time zones and language needs to the extent possible and commercially reasonable (under the circumstances). Sprinklr will assign a point of contact within the Customer's region (i.e., USA, Europe, Middle East, Asia-Pacific/Japan) and will, subject to current business needs and conditions, endeavor to assign a contact as close to Customer's time zone and in local language. A Customer's region is typically determined by where most Customer users are located but please reach out to your Account Executive to find out more information about "In-Region" support.

2. Premier Plus Success Package

Package Components		
Customer Success and Value Realization	Customer Success Manager Service to provide continued guidance to drive adoption & maximize value	Included* (in region**) (with quarterly on site)
	Success Plan to help achieve your positive business outcomes	As Needed Updates
	Product Specialists Service engagement and support to drive product adoption	As Needed
	Adoption Plan to assist with ensuring your users are adopting the platform to the fullest	Monthly
	Specialized Guidance with use cases and strategy to move your business forward	Included
	Executive Business Reviews to present strategic value solutions that ensure business goals are achieved and further defined to advance the partnership	Quarterly
	Value Realization Check-ins to assist with keeping your positive outcomes stay on track	Weekly
	Business Value Reviews to align and drive measurable business outcomes	Quarterly
	Architecture Review platform audits by Product specialist to assess platform health	Quarterly
Upgrade Planning (Implementation) & Support	Prioritized Response to coordinate and escalate issues for fast resolution.	< 2 hours
	Live Access to support specialists through our Live Chat Platform	24/7
	Platinum Support Account Manager Service focused on your solution and business goals	Included
Immersive Training	Self Service Training through on-demand e-learning courses and CXM certifications	Included
	Daily Instructor Led Workshops to stay current on best practices	Included
	Customized Customer Education for end users on your specific configuration	72 credits/year
	Additional training discounts to enhance your users' Sprinklr journey	20%

3. Premier or Premier Plus Success Package w/ Technical Account Management (“TAM”)

- All Components of Premier or Premier Plus Success Package (listed above)
- Additionally, Customer shall have access to Technical Account Management (which may assist with the details further detailed below)
- Advisor to the technology/business process to facilitate better use of Sprinklr platform
- Evaluate processes around utilizing the Sprinklr Platform for the Customer as a whole
- Includes documenting (i) the list of Sprinklr products involved, (ii) workflow/progress aligned with the Customer change management cycles (e.g. sprints), and (iii) owners of each action
- Coordinate with Customer's internal stakeholders to review the Sprinklr platform and its alignment with the solution jointly designed by Customer and Sprinklr, as agreed to in a Statement of Work
- Includes collaborating with internal Sprinklr teams, as reasonably requested

- Subject Matter Expert of current integrations architecture
- Assist Customer in reviewing possible new integration requirements based on the functionality of the existing setup.
- Provide ongoing architecture overview and global alignments for use of the Sprinklr Platform
- Hosts Architecture Review meetings and presentation, maximum two (2) annually
- Deliverable includes diagram of current state Sprinklr environment (including sandboxes), specifically external APIs and integrations with respect to the global tech stack in Customer
- Diagram to show data flow *to/from* Sprinklr
- Evaluate any new configuration/integrations/connector requests based on the diagram to highlight risk factors
- Oversee standalone integration projects and proof of concepts (“POC”) [not to be confused with paid pilots]
- Review ongoing POC on a weekly basis (track status and liaise with customer)
- Gatekeeper to ensure success criteria are clearly defined/documented before POC starts and actively provides feedback
- Documents and shares best practices at the conclusion of POC and pass them to other teams responsible for potential subsequent implementations

4. Premier or Premier Plus Success Package w/ Program Management (“PM”)

- All Components of Premier or Premier Plus Success Package (listed above)
- Additionally, Customer shall have access to a Program Management (as further detailed below)
- Lead implementation projects (up to three (3) projects/year ** Subject to scoping and resourcing in separate Statements of Work)
- Enhanced program governance and advisory services
- Program review on a weekly basis
- Distribution of leadership dashboard of all program tracks
- Lead coordination of implementation, managed services, and other services teams
- Collaborate with Sprinklr engagement managers for SOWs
- Platform enhancement requests creation and tracking on Jira platform monthly
- Quality audit score review for all programs.
- Strategic Consulting
- Advocate customer’s strategy to product management
- Provide early bird view to product roadmap and strategy
- Quarterly review of new product features and capabilities
- Proactively get engineering attention on definition partner solutions
- Provides current status of tickets, bugs, platform customization projects

5. Ticket Reviews and Event Planning and Monitoring

Platinum Support Account Managers will host recurring meetings with clients to review their support tickets, discuss trends and/or patterns, and make recommendations for improvements moving forward (i.e. training options for instances of user error or expected platform behavior). These meetings will occur on the frequency outlined in the Success Package tier or be aligned to client needs if less frequent is desired.

Up to one (1) time per quarter, Customers may request a calendarized event with dedicated call bridge and an expedited ticket triage window as part of the Event Planning and Monitoring deliverable.

6. Bespoke Education Options

- Choose if you have purchased a Premier Plus Success Package:
 - 1 training credit is valid for one (1) hour of bespoke training delivery inclusive of:
 - Custom tailored class/workshop/deskside coaching created per customer scope
 - Designed to address specific learning objectives.
 - Delivered on customer Sprinklr environment.
 - Training documentation such as user guides, job aides, or training decks
 - 4 training credits are valid for creation of one (1) video up to three (3) min in length or an on-demand course
 - Tailored content designed for custom configuration and user journeys.
 - Designed to address specific learning objectives and audiences
 - Recorded from customer Sprinklr environment.
 - Bespoke courses include self-paced learning paths with video walkthroughs, “how to” outlines, and knowledge checks
- Scheduled in advance (subject to team availability)

Training Discounts apply to Onsite Customer Education (TRATO), Remote Customer Education (TRATR), and Recurring Monthly Training Services (TRSR)