

Sprinklr Success Packages

Available Sprinklr Success Packages (more details below)

1. Standard Success Package
2. Professional Success Package
3. Premier Plus Success Package
4. Premier Plus w/ Technical Account Management (“TAM”)
5. Premier Plus w/ Program Management (“PM”)
6. Training Credits

1. Standard Success Package

Included for all Sprinklr customers, unless another package is purchased

Package Components		
Customer Success and Value Realization	Product & Customer Success Manager to elevate engagement with the platform, empower and improve the end-customers’ digital experiences & achieve business objective	Included* (Hybrid)
	Success Plan to outline and organize partnership milestones aligned to your business goals	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
	Adoption Plan to inculcate industry best practices and ensure users are adopting the platform to the fullest	Quarterly
	Architecture Review platform audits by Product specialist to asses 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

2. 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**) (with semi-annual on site)
	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 the platform features and capabilities as a product subject matter expert	Included
	Adoption Plan to inculcate industry best practices and ensure users are adopting the platform to the fullest	Monthly
	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 to provide a technical review and make recommendations on integrations opportunities with other key business systems	Semi-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.

3. 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	Weekly
	Adoption Plan to assist with ensuring your users are adopting the platform to the fullest	Weekly
	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 Reviews to review integrations opportunities with other key business systems	Quarterly
Upgrade Planning (Implementation) & Support	CxO Update from a member of the executive leadership team to stay strategically aligned	Semi-Annually
	Prioritized Response to coordinate and escalate issues for fast resolution.	< 2 hours
	Live Access to support specialists through our Live Chat Platform	24/7
	Product Roadmap Updates with our product managers	Quarterly
	Upgrade Planning and Assistance by a skilled team of Sprinklr experts to ensure your platform is current	Quarterly
	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%

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

- All Components of Premier Plus Success Package (listed above)
- Additionally, Customer shall have access to a Technical Account Management (as further detailed below)
 - **Technical Account Management detail:**
 - Active delivery manager for proof of concepts and pilots
 - Review ongoing projects on a weekly basis
 - Identifies priority “new-start” projects on a quarterly basis
 - Defines success criteria and actively provides feedback
 - Documents and shares best practices for further deployments
 - Provides ongoing architecture overview and global alignments for use of the Sprinklr Platform
 - Ensure any new configuration/integrations align with long term success
 - Highlight risk factors based on existing implementations
 - Build knowledge base of various integrations touchpoints
 - Leads discovery for new integrations opportunities
 - Quarterly review of new product features and capabilities
 - Leads and project manages custom integration projects (up to 5 projects/year ** Subject to scoping and resourcing in separate Statements of Work).

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

- All Components of Premier Plus Success Package (listed above)
- Additionally, Customer shall have access to a Program Management (as further detailed below)
 - **Program Management detail:**
 - Lead implementation projects (up to 3 projects/year ** Subject to scoping and resourcing in separate Statements of Work)
 - Enhanced program governance and advisory services
 - Remote program review on a weekly basis
 - Onsite program review on a quarterly 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 on a monthly basis
 - 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

6. Training Credits

Using your Training Credits from Premier Plus Success Packages:

- 1 training credit is valid for 1 hour of bespoke remote training delivery:
 - Custom tailored class/workshop/deskside coaching created per customer scope
 - Designed to address specific learning objectives
 - Delivered on customer Sprinklr environment.
 - Scheduled in advance (subject to team availability)
- 4 training credits are valid for creation of 1 video up to 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 SKU), Remote Customer Education (TRATR SKU), and Recurring Monthly Training Services (TRSR SKU)