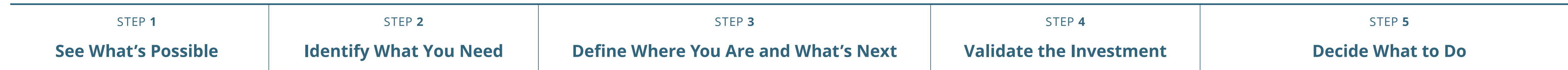
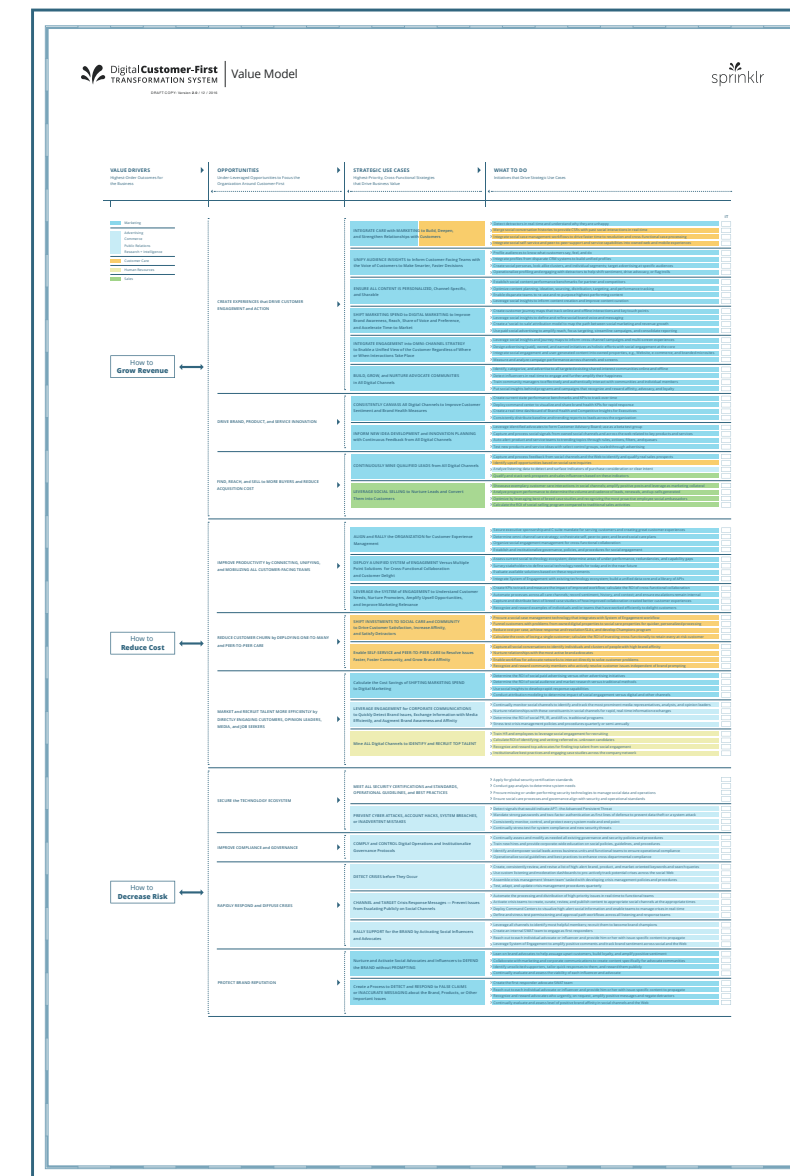


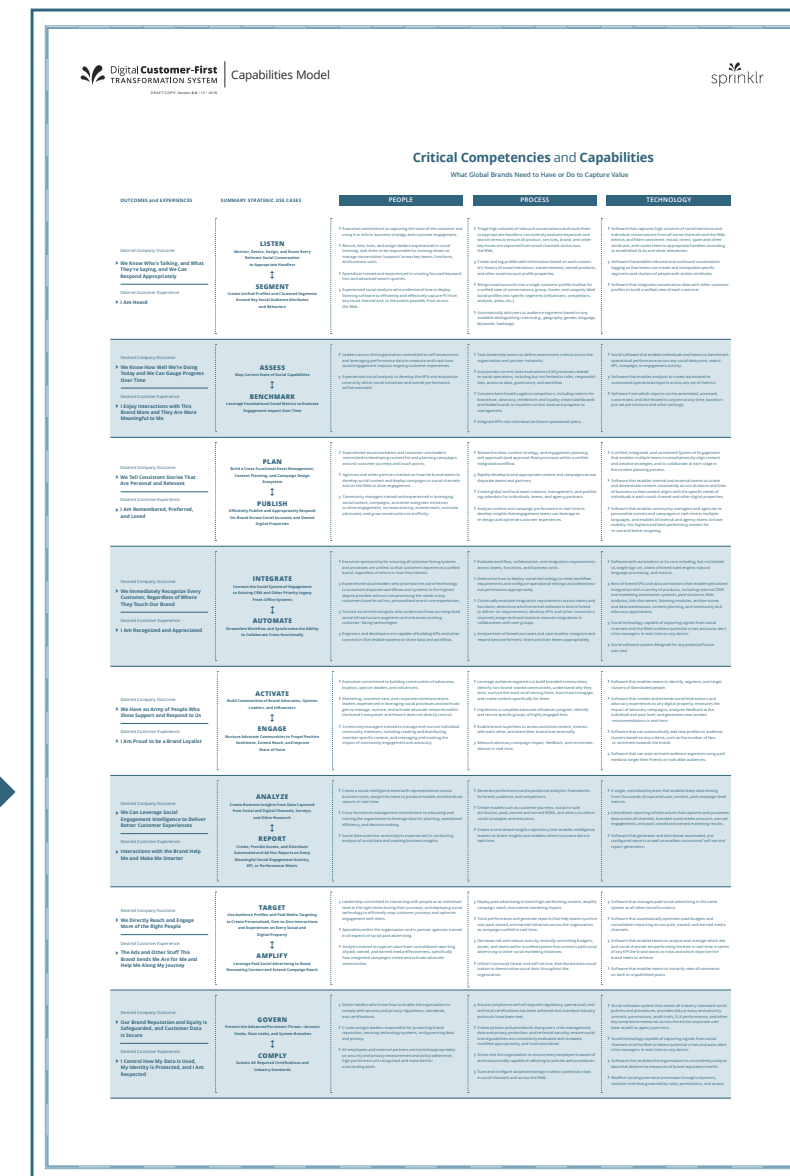
Your Journey to Digital Customer-First



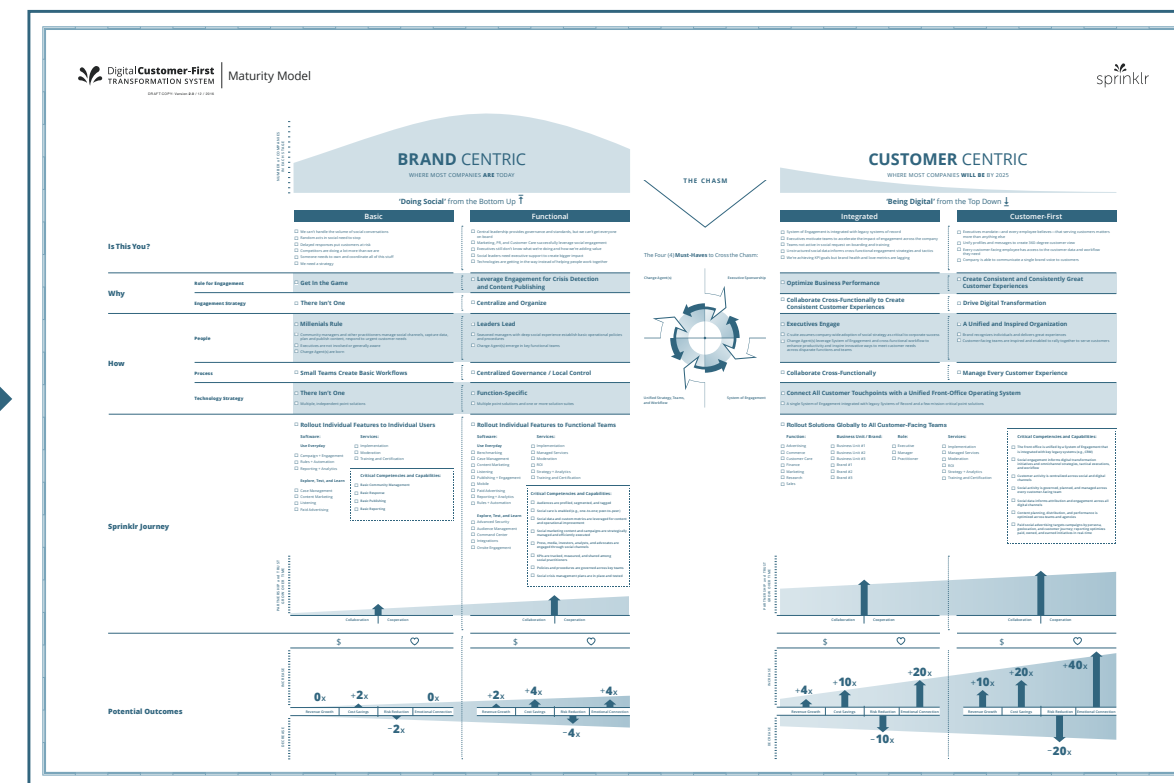
START HERE **THE WAY** →



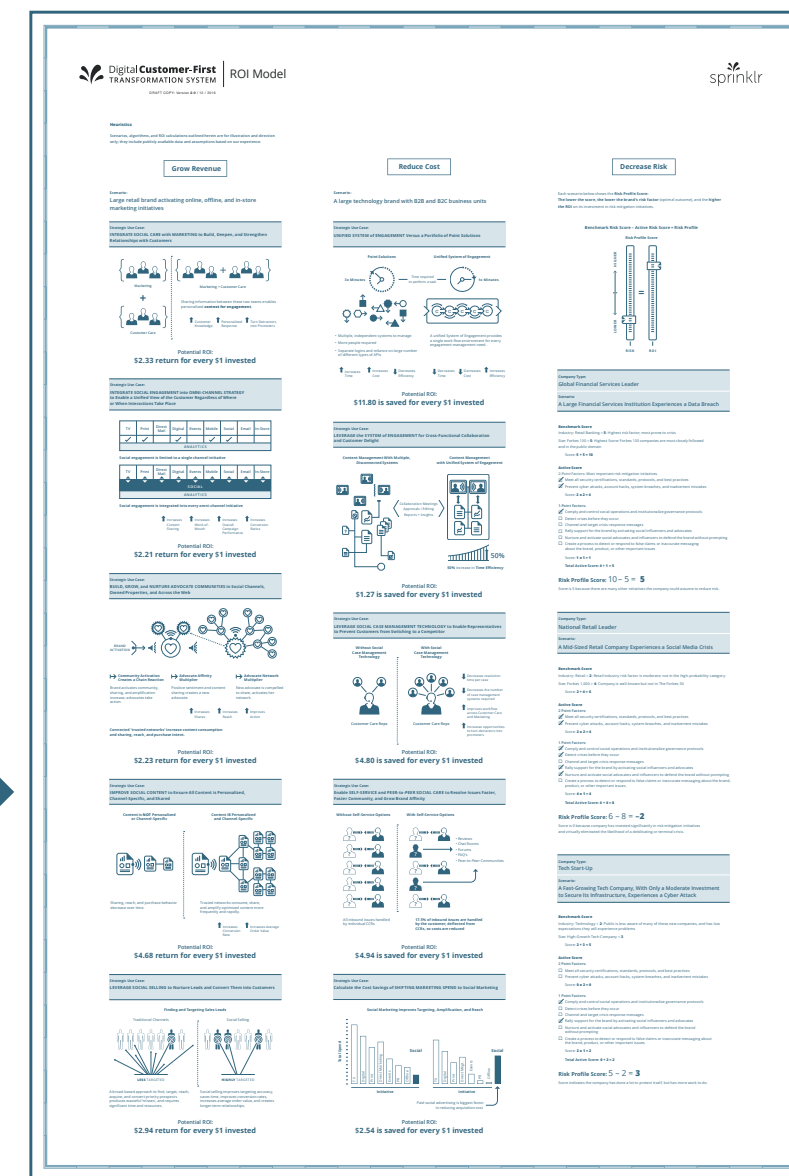
Value Model
See the ideal state of Customer-First



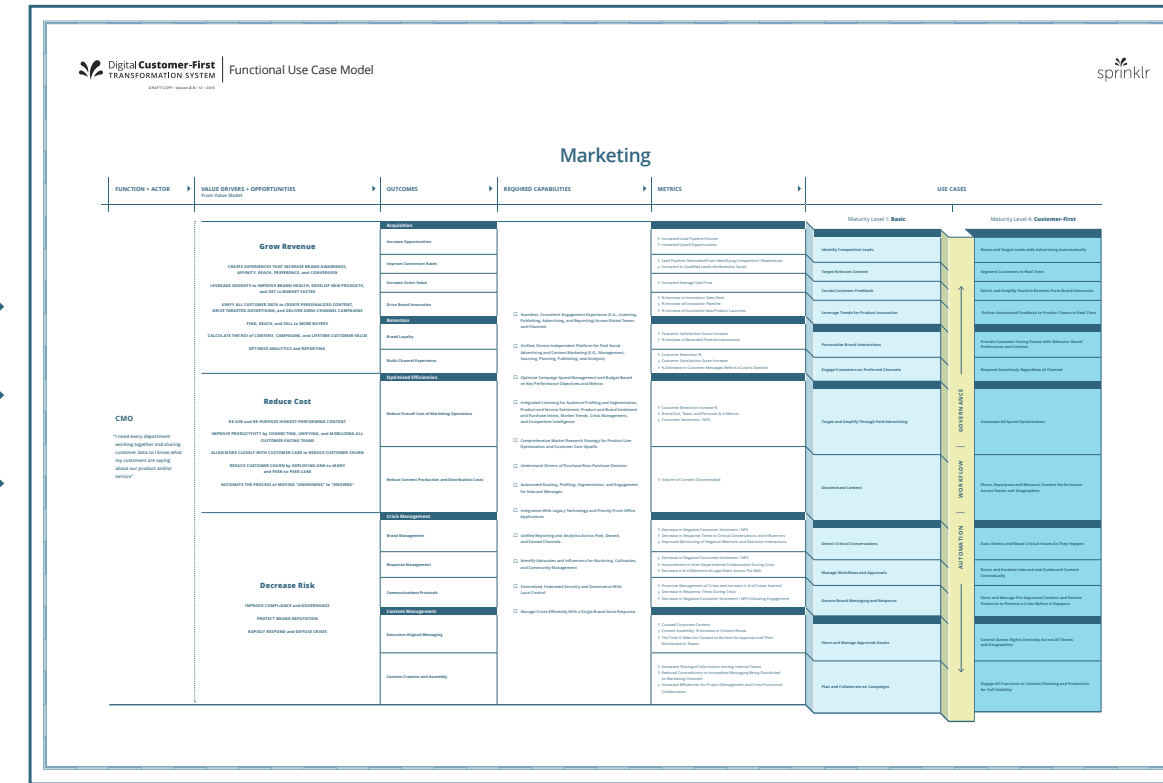
Capabilities Model
See what's needed from People, Process, and Technology



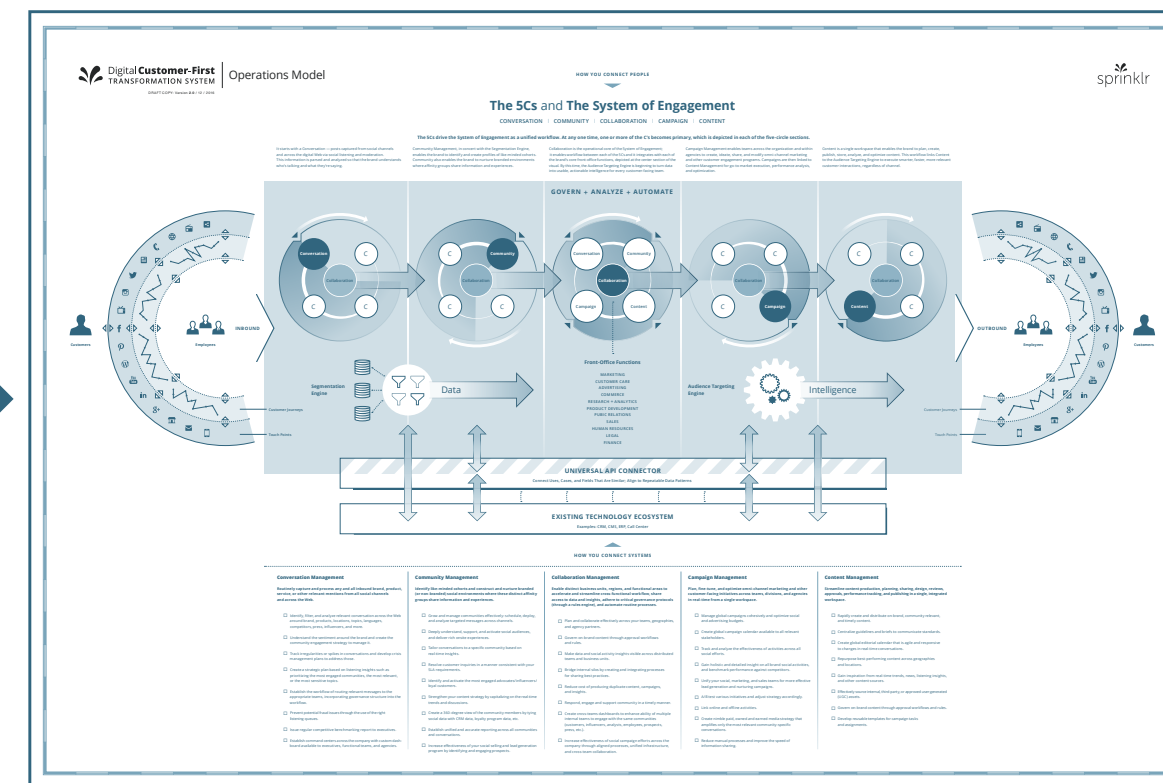
Maturity Model
See where you are today and what your journey's next stages will look like



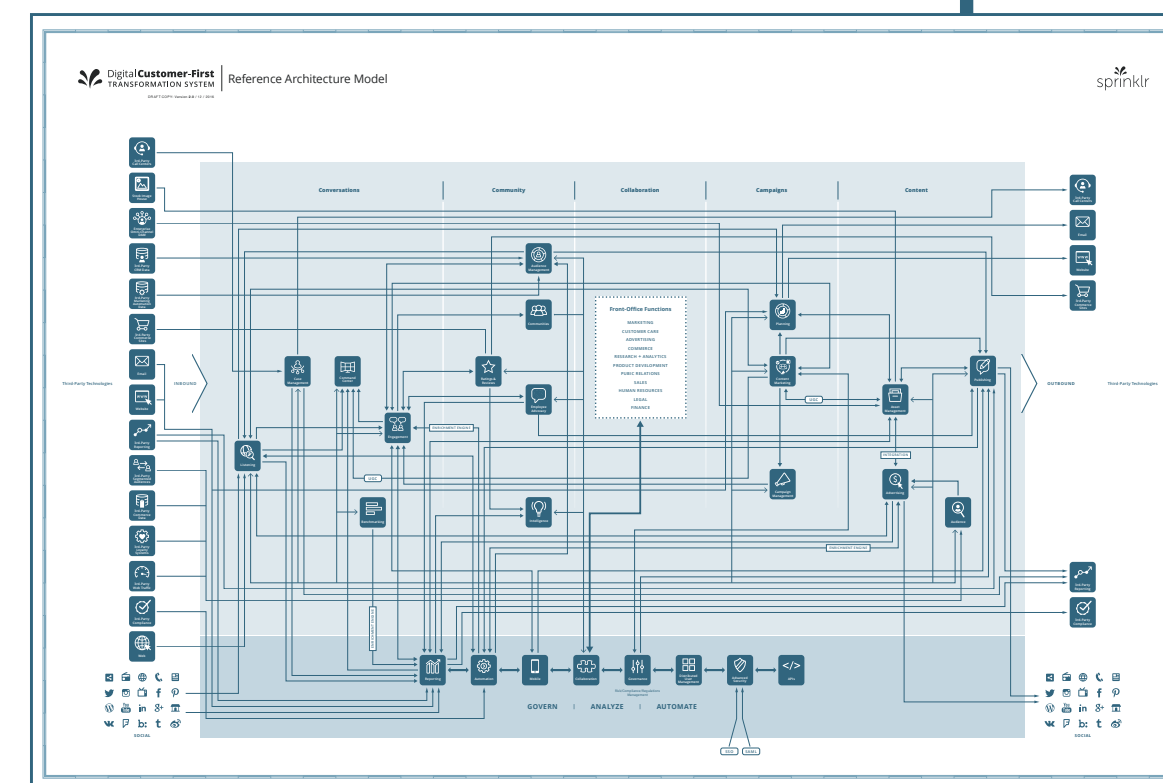
ROI Model
See how engagement drives revenue growth, cost reduction, and risk mitigation in actual ROI calculations



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



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

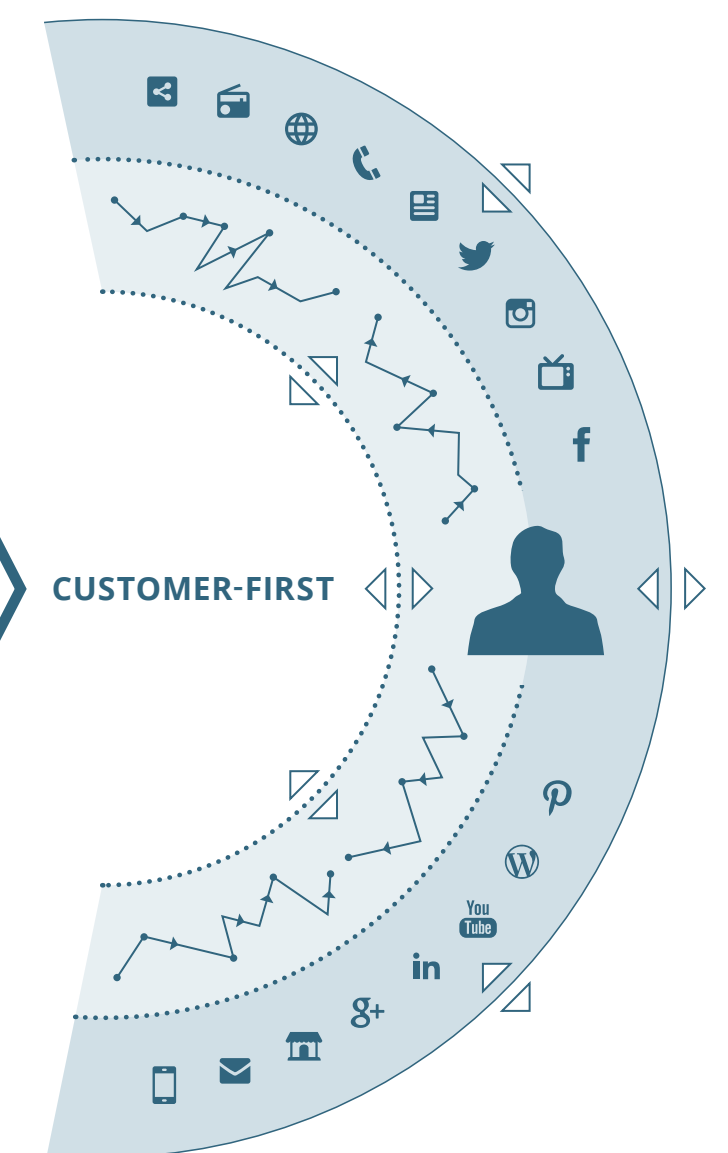


Reference Architecture Model
See the System of Engagement as a unified platform

"We know who's talking, what they're saying, and can respond appropriately"

"Our brand reputation and equity is safeguarded, and customer data is secure"

"I am recognized and appreciated"



CUSTOMER-FIRST

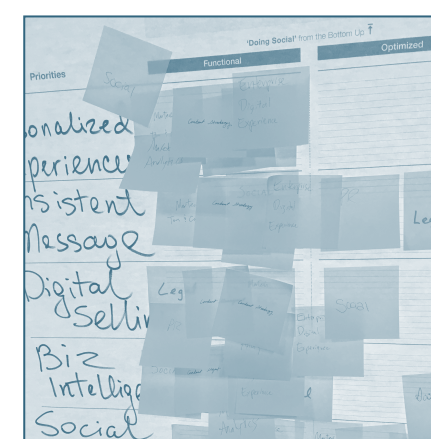
"I am heard"

"I am remembered, preferred, and loved"

"I am proud to be a brand loyalist"

The Workshops

Sprinklr Facilitates a Variety of Workshops Depending on Your Specific Needs:



Orientation

Basic introduction to the DCFTS Models — what they are and how to read them.

Alignment

Orientation + Strategic Alignment between key stakeholders across functional teams, business units, or geographies.

Strategic Alignment

Orientation + Strategic Alignment among broader team of key stakeholders, including executives not directly responsible for Customer Engagement.

Custom Artifact Creation

A longer-term, Strategic Consulting Engagement where Sprinklr facilitates the creation of client-specific artifacts and helps to evangelize them across the company.



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 undeniable 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 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	Accelerates Activity	Creates Strategic Value
 <p>Functional teams are not aligned to the same strategic plan.</p> <p>Team leads are working together cross-functionally but need to align partners and agencies to the strategic program.</p> <p>Social team does not have a plan to scale engagement across the organization.</p>	 <p>Senior executives have initiated a digital transformation program but it is not moving fast enough.</p> <p>Cross-functional customer experience strategies are taking more time to execute than senior executives originally planned.</p> <p>Digital transformation strategies are in motion but the organization is struggling to map the competencies and capabilities required to get there.</p>	 <p>Executives are unaware of and/or skeptical that engagement can drive revenue, reduce cost, or reduce risk.</p> <p>Executives want to become Customer-First but do not have a plan to get there.</p> <p>Capturing the ROI of engagement has not been successful to-date.</p>

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



The Last Mile

