DELOITTE DIGITAL & SPRINKLR

Today's customer experience means communicating
on customers' terms, needs, and interests

Deloitte.
Digital sprinklr

CREATE A SOCIAL BUSINESS STRATEGY

In a world of connected and empowered customers, brands are realizing the fundamental need to put customer experience at the heart of their organization. Your customers want to be engaged as individuals—based on their terms, their needs, and their interests. This means communicating with them consistently on traditional, digital, and social channels. But that's easier said than done.

Over the years, many companies have made massive investments in traditional, enterprise technologies such as Customer Relationship Management (CRM), Content Management Systems (CMS), and e-commerce. These systems weren't designed for the era of social channels and always-connected customers, which has changed the rules for all enterprises and brands.

Business-to-business (B2B) companies have always been interested in better understanding the end customer, but have been constrained by the lack of direct access or by the broader business ecosystem. New technologies in the social space allow them to operate more like a business-to-consumer (B2C) company and understand what customers are doing and saying. Today, social channels are profoundly affecting the way in which customers engage with brands, making it a clear opportunity for both B2B and B2C companies to learn what their customers want and think, while also gaining a much greater understanding of the business ecosystems between them and the customer.
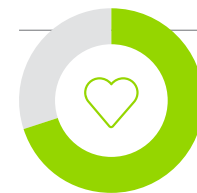
CREATE GREAT CUSTOMER EXPERIENCES

While 80% of companies believe they deliver superior customer service, only 8% of the customers felt the same way.[1]

In order to deliver great customer experience, we need to understand the difference between what companies believe and what customers feel. There is clearly a gap. Creating a unified experience takes more than just technology. It takes an understanding of what it's like to be a customer interfacing with your business. As a digital consulting agency, Deloitte Digital combines leading digital and creative capabilities with the deep industry knowledge Deloitte is known for.

As the leading global service alliance partner for Sprinklr, Deloitte Digital can help your organization:

- Configure and implement Sprinklr core platform
- Integrate Sprinklr into existing enterprise systems
- Create your content and run your campaigns
- Integrate social customer care with your call center
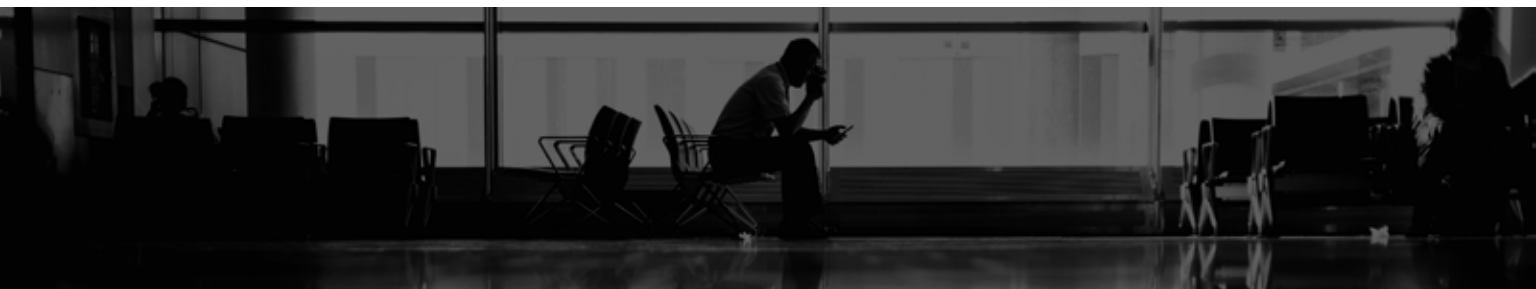- Educate your executives on how to use social channels to grow the business

Deloitte Digital has the depth and experience to help you through your digital engagement journey – all the way to transforming your business digitally.

To buy or not to buy...

70% of buying experiences are based on how customers feel they were treated.[1]

1 McKinsey/Touch Agency

Deloitte Digital is the leading global service provider driving business and digital transformation.

Called "the most powerful technology in the market," Sprinklr's fully integrated social experience management software powers more than four billion social connections across 77 countries.

EXTEND FRONT OFFICE INVESTMENTS

Deloitte and Sprinklr are helping brands transform their front office around the customer. We'll help you re-imagine the possibilities for creating greater business value by becoming fully customer-centric.

| Technology | **+** | Advisor |

By combining the right technology with a digital consulting agency, you can extend the value of your legacy investments using a platform that connects your existing systems of record (CRM, CMS, e-Commerce) with social channels, helping you weave the voice of the customer into each of your business functions and create a single system of engagement.

To do this, you should:

- **Listen and Discover Trends**
  Discover the right topics and interests for your customers

- **Plan and Publish Content**
  Interact with those customers

- **Engage and Moderate**
  Create a personalized experience that is on their terms

- **Paid and Targeted Amplification**
  Deliver the right content to the right person at the right time

- **Advocacy and Audience Segmentation**
  Harness that relationship with continuous advocacy and loyalty

GET AN ENTERPRISE-WIDE VIEW OF THE CUSTOMER

Sprinklr has a powerful and sophisticated rule engine at the heart of the platform that allows organizations to create custom workflows to manage the business across all business functions, share social data across the enterprise, and create a single view of the customer. Everyone in your organization – from Investor Relations and HR, to Marketing, Sales & Customer Service – they all need to have the same view of the customer.

Integration, automation and governance are critical components for organizations, especially in highly regulated industries. Sprinklr is the only social engagement platform with SOC 1 and SOC 2 compliance, which is why 6 of the top 11 U.S. banks based upon the top the Fortune 500 list, have selected Sprinklr as their social enterprise platform.

What Sprinklr has enabled us to do is manage all of those channels in one place. I think that's really, fundamentally, one of the best things about Sprinklr, is my ability to look across all of our channels and see what's being said without having to go to each one and just be able to understand - this is the pulse of our company."

- Josh Machiz, NASDAQ, Director of Integrated Marketing

Product

Marketing

Customer Service

Corporate Communication

BEING CUSTOMER-FIRST

Deloitte Digital has helped some of the world's largest companies redefine or refine their business strategy and implement organizational change. As we work with you to create a well defined and innovative customer experience strategy, we can draw on our experience in human capital management and business transformation to help you implement the business changes that may be needed to become more customer-centric.

Rather than just implementing the Sprinklr platform, we start by helping you define your customer experience ambitions and vision. Our creative teams then go to work designing a customer experience that matches your ambitions and business objectives. And, while technology implementation is important, we don't stop there. We can help you operationalize customer experience management by using real-time data to better understand customer feedback and take appropriate action.

Our strategic process is also backed by the broad range of Deloitte Consulting LLP's experience and skills that we can tap into through our global network of member firms. From change management to UX design and technology implementation, our teams bring the right skills needed to make your project a success.

From design to full implementation, our teams will help you create a customer-centric business. Deloitte Digital can connect Sprinklr to your existing systems to give you a complete view of all of your customers, both on- and –offline. We'll help your organization provide every department with a single, unified view of every customer so that you can connect the dots across the enterprise. As a result, you can improve the customer experience across all channels.

OUR RECOGNIZED INDUSTRY ACCOLADES

Deloitte Digital brings creative and technology capabilities as well as business acumen and industry insight to transform your business.

Accelerate your digital transformation

Extend the value of your legacy investments

Implement industry-leading business practices

Deloitte named a global leader in Business Transformation Consulting by Forrester Research, Inc.

Source: The Forrester Wave™: Business Transformation Consultancies. Q3 2015

Deloitte ranked #1 in Consulting in North America based on revenue by Kennedy

Source: Kennedy Consulting Research & Advisory; Geographic Consulting Market Outlook 2014: North America; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license

Deloitte named a leader in the Americas in Business Consulting Services based on capability and strategy by IDC

Source: IDC MarketScape: Americas Business Consulting Services 2014 Vendor Assessment by Cushing Anderson and Jim Westcott, February 2014, IDC #246639

Deloitte ranked #1 globally in Management Consulting based on revenue and market share by Kennedy

Source: Kennedy Consulting Research & Advisory; Global Consulting market Index 2013; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license

Deloitte ranked #1 globally in Consulting based on revenue and market share by Kennedy

Source: Kennedy Consulting Research & Advisory; Global Consulting Market Index 2013; Kennedy Consulting Research & Advisory estimates © 2014 Kennedy Information, LLC. Reproduced under license

Deloitte named a worldwide leader in Business Consulting Services based on capability and strategy by IDC

Source: IDC MarketScape: Worldwide Business Consulting Services 2014 Vendor Assessment by Cushing Anderson, February 2014, IDC #246615

Deloitte ranked #1 globally in Consulting based on revenue by Gartner

Source: Gartner, Market Share Analysis: Consulting Services Worldwide, 2013, Jacqueline Heng, Dean Blackmore, Julie Short, May 8, 2014

Deloitte named the sole worldwide leader, ranked #1 for Enterprise Performance Management Business Consulting based on capability and strategy by IDC

Source: IDC MarketScape: Worldwide Enterprise Performance Management Business Consulting Services 2014 Vendor Assessment by Cushing Anderson, July 2014, IDC #249463

Deloitte named a global leader in Business Analytics Services based on capabilities by Gartner

Source: Gartner Magic Quadrant for Business Analytics Services, Worldwide, Alex Soejarto, Neil Chandler, 17 July, 2014

LEARN MORE

To learn more about how the Deloitte Digital and Sprinklr alliance can help you re-imagine customer experience management, please visit www.deloittedigital.com or contact one of the following:

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