



Sprinklr Conversational AI & Bots

Feature Overview Deck

Introduction to Sprinklr Conversational AI & Bots

OVERVIEW

Improve self service resolution across 25+ channels (incl. voice) & 100+ languages using **build-once deploy-across approach**

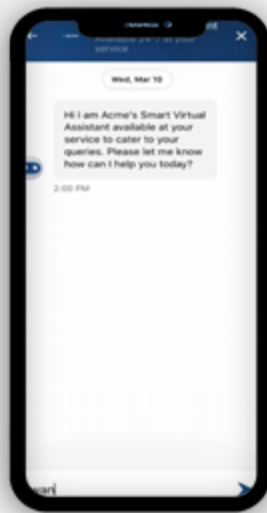
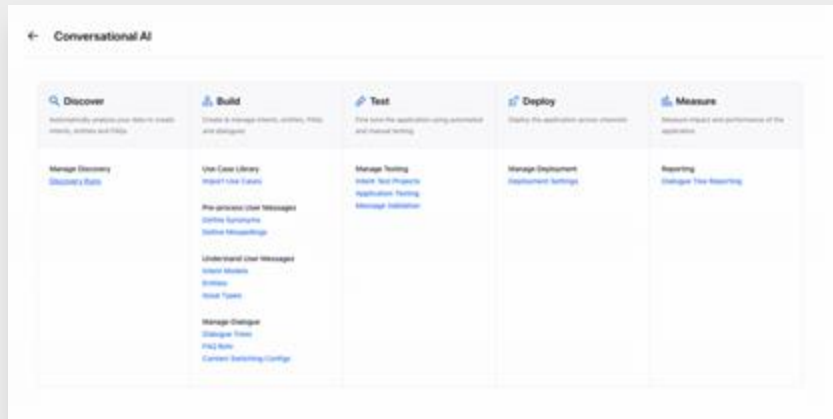
Accelerate time to market through OOTB verticalized offerings (500+ intents for 15+ industries, 80%+ accuracy, 200+ use cases)

Make bots more human by handling context, language switches & customization of the voice of the bot

Drive revenue by offering personalised **conversational commerce** experiences within inbound conversations & **outbound campaigns**

CUSTOMER SUCCESS STORY

A global audio equipment manufacturer uses Sprinklr's Bots to provide **omni-channel support** for 100% of their Tier 1 products in **multiple languages**, achieving **30% deflection**, **10% increased CSAT** and **20% reduction in AHT**



Recording of voice bot in action in spanish.

*Hello, I hope you are doing you are well
This is a communication from Movistar to remind you of an outstanding balance of 221 pesos
Could you please do the payment ?*

Right now I cannot, not until Sunday..

Ok, we can give you 5 days to make your payment, in this case would you please accept to pay ?

Yes please, this sunday I get paid

*You can make the payment by credit card or in cash, we will send you a SMS on your registered cell phone.
Thank you and have a nice day*

Functionality Overview

80%+

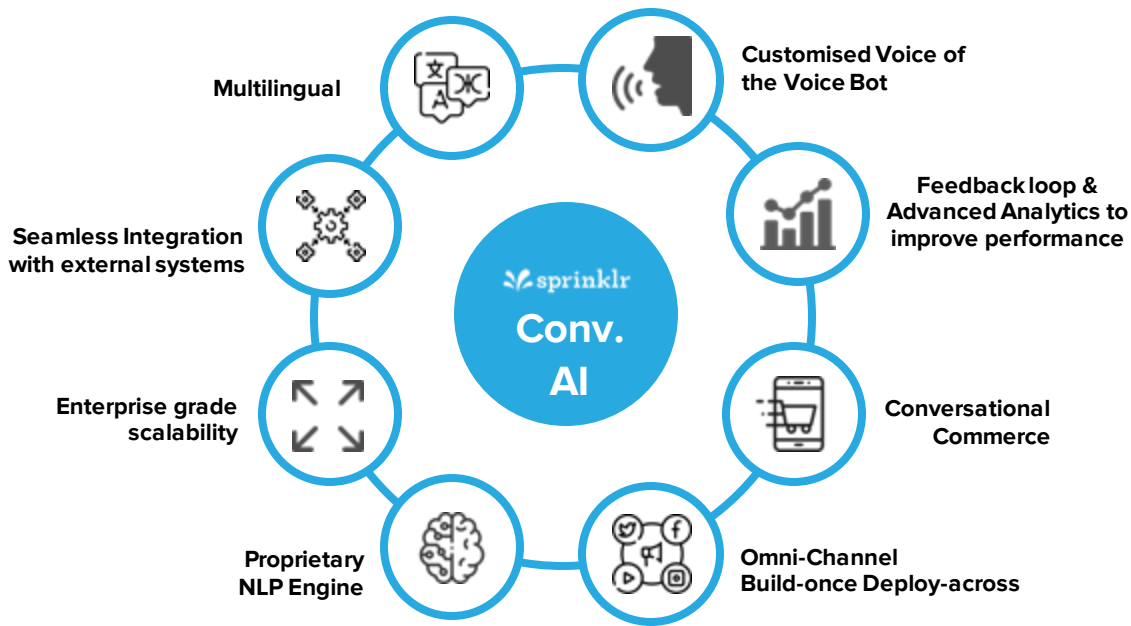
Best-in-class AI accuracy
spanning over 100+ languages

25+

Channels where bots can be
deployed (social, messaging,
web/app, voice)

100+

Enterprise Customers using
Sprinklr Conversational AI & Bots



Sprinklr Conversational AI & Bots give brands the power to connect with their customers **across channels** to ensure a **unified experience**



Global Footprint & Scale



100+

Deployments live or in progress



750+

Pre-built AI Models



25+

Channels (social, digital, voice)



500+

Customer specific AI models



400+

Pre-built use cases across major industries



>80%

Best in class AI accuracy promised



20+

Industry verticals



100+

Global languages

Sprinklr Conversational AI Differentiators

Proprietary AI

- **7 years of experience**
 - 10B+ predictions/day
 - 100M+ training data pts
 - 50M+ customers handled by AI every day
 - 750+ pre-built AI models
 - 100+ languages
 - >80% accuracy
 - 500+ OOTB intents across 15+ industries
- **Custom-trained models** as per customer's business lexicons & historical data
- **AI capabilities beyond NLU :**
 - NLG & paraphrasing
 - OCR/Computer Vision
 - Unsupervised learning
 - Product Recommendation

Voice Telephony

- **In-house STT & TTS Engine**
- **Customized voice of voice bot :**
 - Brand actor
 - Modulation
 - Localization
- **Automated denoisers** to detect & remove background noise
- Coupled with **Automated Quality Management & Contact Center Insights**
- **Predictive outbound diallers to :**
 - Analyze customer patterns
 - Make automated outbound call at best time, thus maximising pickup rates

Proactive Engagement & Commerce

- **Campaign manager :** facilitates proactive engagement across social, messaging, website, app, email, SMS & voice channels
- **Omni-channel commerce**
 - Drive end-to-end purchase experience on social & messaging channels
 - OOTB product recommendation engine
 - Native in-channel catalogues
- Facilitate **appointment booking & product demonstration** via video chat
- **Integrations with :**
 - Cart Mgmt. Systems
 - Inventory Mgmt. Systems
 - Order Mgmt. Systems

Scalability & Speed of Execution

- **Single platform for deploying bots**
 - 25+ channels, 100+ languages
 - Build-once deploy-across approach
 - Multimodal conversations & contextual channel switching
- **Quick pace of deployment**
 - Large-scale specialised delivery & partnership team
 - Industry-specific blueprints
 - OOTB use case libraries
- Ability to do **complex integrations with multiple legacy systems**
- **Global Footprint**
 - 100+ large enterprise customers
 - Offices in 25 countries giving global coverage to customers





Sprinklr vs Most Competitors

Sprinklr Conversational AI	Competitors
In-house, customer-specific model <ul style="list-style-type: none">• Data is pulled from more public and private data sources for better customer context and more accuracy identifying intents and next steps.• Data is owned and grown by each customer, so it gets to know their specific business as change happens in real time.	Public off-the-shelf model <ul style="list-style-type: none">• Data is pulled mainly from private data sources.• AI is based on generic data models that tech owns and maintains.
Private AI training and optimization <p>Conversational AI can be tested and optimized by each customer before and after go-live.</p>	Public AI training and optimization <p>Tools are trained and optimized for generic, one-to-many consumption.</p>



Sprinklr Conversational AI	Competitors
Multiple intent handling Conversational AI can detect multiple intents within a single conversation, prioritize them, and orchestrate the dialog accordingly.	Single intent handling Tools detects the first intent and ignores subsequent intents within a single conversation.
Intent switching Conversational AI detects when customers change their mind by expressing a new intent and transfers to a different flow during a single conversation.	No intent switching If tool detects a new intent during a conversation, it fails to get the expected response for the current intent and reverts to its fallback state, typically escalation to an agent.
Node skipping Conversational AI detects when the customer has already provided information and skips steps in the conversation flow accordingly, preventing customers from having to repeat themselves.	No node skipping Tool continues through the pre-programmed flow from start to finish, ignoring whether the information requested at each step was already provided earlier in the conversation.
Message accumulation Conversational AI detects when someone is communicating the same intent in a burst of separate messages, then processes the burst as a single message to learn the intent.	No message accumulation Tool examines the first line the customer sends for intent and ignores subsequent messages in a burst that may contain additional context.



Telecom Giant in Mexico

CHALLENGE

Replace existing vendor's bot and reduce dependency on agents

SOLUTION

Sprinklr Modern Care enabled Conversational AI Bot was launched in Spanish language, currently being used on various social & digital channels like Facebook, Twitter, Whatsapp and Web chat. The bot leverages 14 custom CRM integrations and has close to 150 AI Intents live today

VALUE DELIVERED

After a year, we are able to show the client how we can support them to reduce costs through AI intent detection (90% accuracy) and automatization of their flows (close to 40% cases deflected).



~40%

cases being solved by bots completely in Spanish



~\$800k

Potential Cost Savings



~30

Average NPS Score on Bot only cases



~29

Average NPS Score on Bot+Agent cases



~5mins

First Bot to Agent Assignment SLA



Global Computer Technology Company

CHALLENGE

Exhaustive custom integrations with their CRM and AI automation - across multiple channels & languages

SOLUTION

- Sprinklr Modern Care enabled Conversational AI Bots integrated with CRM databases and SFDC
- OCR scanning; Visual Themes, AI based sentiment & intent detection
- Live on Brand's website, WhatsApp, WeChat, Line, GBM, ABC
- 7 Languages (English, German, Portuguese, Spanish, French, Chinese and Japanese)
- Live in 17 countries across the globe

RESULTS



41%

cases being solved by bots completely



10+

Platforms with which the bot has custom integrations



90%

Average CSAT Score

Value Delivered - Proof Points

Use-case	Brand/Vertical	Value Imparted
Outbound Collections	Leading Telecommunication brand in Mexico	50% less dial outs leading to increased collection 5% better contact rate compared to agents Over 90% accuracy \$806K recovered
Service & Troubleshooting	Global computer technology company	41% resolution by virtual agent 90% CSAT across 7 channels & 17 countries
Service & Troubleshooting	Leading multinational technology company	85%+ AI accuracy (English & Chinese) 87% Avg CSAT
Lead Generation	Leading real-estate client in Middle East	10K qualified leader per month for high end properties 71% lead qualification automated via bots
Delivery Management	Leading logistics company in Middle East (1 Month since launch)	2.5M+ outbound notifications triggered 1.7M cases resolved by bots 19% reduction in inbound calls 94% Cases resolved by bots
Financial transactions	Leading bank in Asia	4M+ monthly transactions executed 62% Voice and 90% chat cases handled by Voice + Text bot
Informational Support	World Health Organisation	10M+ daily covide updates sent 20M+ queries handled by bots
Service & Troubleshooting	Global Audio company	30%+ Cases resolved completely by bot 10+ Improvement in CSAT
Agent Assistance	Leading manufacturing brand	25% reduction in Agent handling time 15% improvement in FCR



Thank you

