

Chapter 1:

Sprinklr is a global leader in customer experience management (CXM), offering a unified platform that helps large enterprises manage and optimize customer interactions across a wide range of digital channels. Founded in 2009 by Ragy Thomas and headquartered in New York City, Sprinklr has grown into a publicly traded company listed on the New York Stock Exchange under the ticker symbol **CXM**.

At its core, Sprinklr provides a **Unified-CXM platform** that integrates tools for marketing, advertising, research, customer care, and social media management. This platform is powered by artificial intelligence and machine learning, enabling businesses to deliver personalized, consistent, and efficient customer experiences at scale. By consolidating multiple customer-facing functions into a single platform, Sprinklr helps organizations break down silos, improve collaboration, and gain a 360-degree view of their customers.

Sprinklr's product suite includes four main modules: **Sprinklr Service**, **Sprinklr Social**, **Sprinklr Insights**, and **Sprinklr Marketing**. These tools allow companies to engage with customers in real time, monitor brand sentiment, analyze customer feedback, and run targeted marketing campaigns across more than 30 digital channels, including Facebook, Twitter, Instagram, LinkedIn, WhatsApp, and more.

One of Sprinklr's key differentiators is its ability to handle massive volumes of unstructured data from social media and other digital platforms. Its AI engine processes this data to extract actionable insights, helping businesses make informed decisions and respond proactively to customer needs. This capability is especially valuable in today's digital-first world, where customer expectations are higher than ever and brand reputation can be impacted in real time.

As of 2025, Sprinklr employs over 3,500 people and serves hundreds of the world's largest and most valuable brands across industries such as retail, telecommunications, financial services, healthcare, and technology. The company has a strong global presence, with operations in North America, Europe, the Middle East, Asia-Pacific, and Latin America.

In fiscal year 2025, Sprinklr reported revenues of approximately **\$796 million**, with the majority coming from subscription-based services. The company continues to invest heavily in research and development to enhance its platform's capabilities and maintain its competitive edge in the rapidly evolving CXM landscape.

Sprinklr's mission is to enable every organization on the planet to make their customers happier. It does this by helping brands listen to, learn from, and engage with their customers in meaningful ways. The company's vision is rooted in the belief that customer experience is the future of business, and that a unified approach to managing these experiences is essential for long-term success.

With its innovative technology, strong leadership, and commitment to customer-centricity, Sprinklr is well-positioned to shape the future of customer experience management and help enterprises thrive in the digital age.

Chapter 2:

Sprinklr helps people by transforming how businesses interact with their customers, ultimately improving the experiences of millions of individuals around the world. At its core, Sprinklr empowers companies to listen to, understand, and respond to their customers across more than 30 digital channels, including social media, messaging apps, review sites, and forums. This means that when a customer reaches out with a question, complaint, or compliment—whether on Twitter, WhatsApp, or a company's website—Sprinklr ensures that the message is seen, understood, and addressed promptly and appropriately. For customers, this translates into faster, more personalized, and more satisfying interactions with the brands they care about. Behind the scenes, Sprinklr's AI-driven platform analyzes vast amounts of unstructured data in real time, helping businesses detect trends, sentiment shifts, and emerging issues before they escalate. This proactive approach not only prevents potential crises but also allows companies to continuously improve their products and services based on real customer feedback. For employees, especially those in customer service, marketing, and social media roles, Sprinklr simplifies workflows by unifying tools and data into a single platform. This reduces the need to switch between systems, minimizes errors, and enhances collaboration across teams. It also empowers employees with actionable insights, enabling them to make smarter decisions and deliver better outcomes. For example, a customer service agent can see a customer's full interaction history across all channels, allowing for more informed and empathetic responses. Marketers can use Sprinklr to launch targeted campaigns that resonate with specific audiences, while analysts can uncover deep insights into customer behavior and brand perception. In industries like healthcare, telecommunications, retail, and finance, where customer trust and satisfaction are critical, Sprinklr plays a vital role in building and maintaining strong relationships. It helps organizations respond to customer needs with speed and empathy, which is especially important in moments of crisis or high demand. Moreover, Sprinklr's platform supports accessibility and inclusivity by enabling companies to reach diverse audiences in their preferred languages and formats. This ensures that more people feel heard, valued, and respected in their interactions with brands. Ultimately, Sprinklr helps people by making customer experiences more human, responsive, and

meaningful. It bridges the gap between large organizations and individual customers, turning digital interactions into opportunities for connection, trust, and loyalty. Whether it's resolving a service issue, discovering a new product, or simply feeling acknowledged by a brand, Sprinklr enhances the everyday experiences of people around the globe. Through its technology, Sprinklr not only supports business success but also contributes to a more connected and customer-centric world.

Chapter 3:

Sprinklr's work principles are deeply rooted in what it calls "**The Sprinklr Way**", a cultural framework that defines how employees work, collaborate, and grow together. At the heart of this philosophy is a commitment to **kindness, continuous learning, and customer obsession**. These principles are not just aspirational—they are embedded into the daily operations and decision-making processes across the company. Sprinklr believes in creating a workplace where high performers thrive not just because of their skills, but because of their empathy, integrity, and dedication to doing the right thing. Employees are encouraged to treat each other like family, fostering a sense of belonging and mutual respect. This culture of care extends to customers as well, with a strong emphasis on understanding and anticipating their needs. The company also places a high value on **learning and development**, offering opportunities for personal and professional growth at every stage of an employee's journey. Leaders at Sprinklr are expected to lead with humility and to empower their teams through trust and transparency. The organization celebrates success, learns from failure, and continuously strives to improve. These principles are not static—they evolve with the company and its people, ensuring that Sprinklr remains a dynamic, inclusive, and purpose-driven workplace. Through this values-driven approach, Sprinklr not only builds better software but also cultivates a community where people feel inspired, supported, and motivated to make a meaningful impact.

Chapter 4:

Sprinklr operates across a wide network of global offices, reflecting its commitment to serving enterprise clients with localized support and expertise. Headquartered in New York City, Sprinklr has established a strong presence in the United States with offices in major cities such as Austin, San Francisco, Portland, and Washington, D.C.

These locations serve as key hubs for innovation, client engagement, and operational leadership. Internationally, Sprinklr has expanded its footprint to include offices in Europe, Asia-Pacific, Latin America, and the Middle East. In India, one of its largest and most vital centers is located in Gurugram, Haryana, which supports a significant portion of its engineering, customer success, and operations teams. Other notable global offices include São Paulo in Brazil and Melbourne in Australia, enabling Sprinklr to provide real-time support and services to clients across time zones and regions. This global distribution allows the company to maintain close relationships with its customers, understand regional market dynamics, and deliver culturally relevant customer experiences. By maintaining a presence in over two dozen cities worldwide, Sprinklr ensures that it remains agile, responsive, and deeply connected to the needs of its diverse client base, reinforcing its position as a leader in unified customer experience management.

Chapter 5:

Sprinklr's hierarchical leadership structure is designed to support its global operations and strategic vision through a blend of executive leadership and board governance. At the top of the hierarchy is **Rory Read**, who serves as the **President and Chief Executive Officer (CEO)**, responsible for overall company strategy, performance, and leadership. Supporting him is a team of seasoned executives, each overseeing critical business functions. **Manish Sarin** is the **Chief Financial Officer (CFO)**, managing financial planning and investor relations. **Scott Harvey** serves as the **Chief Customer Officer**, focusing on customer success and satisfaction. **Joy Corso**, the **Chief Administrative Officer**, leads both the Marketing and Culture & Talent divisions, ensuring alignment between brand strategy and internal culture.

The technology and innovation arm is led by **Amitabh Misra**, the **Chief Technology Officer (CTO)**, and **Sanjay Macwan**, the **Chief Information Officer (CIO)**, who together drive Sprinklr's product development and IT infrastructure. **Arun Pattabhiraman** serves as the **Chief Marketing Officer (CMO)**, while **Jacob Scott** is the **General Counsel and Corporate Secretary**, overseeing legal and compliance matters.

Above the executive team is the **Board of Directors**, chaired by **Ragy Thomas**, Sprinklr's founder and former CEO. The board includes experienced professionals from various industries who provide strategic oversight and governance. This layered leadership structure ensures that Sprinklr remains agile, innovative, and aligned with its mission to deliver exceptional customer experiences globally.