



SAP + Sprinklr

Leverage the data from the social sphere to enhance the SAP Hybris powered customer experience

the problem

We believe that the ability to create a more delightful experience for every customer, across every touch point is the single most strategic investment the successful modern enterprise can make. As social media is the epicenter of communication, customers are increasingly in control of the brand narrative by sharing their experiences, opinions, reviews, and by engaging with companies across the channels they choose. Brands who fail to participate in these conversations will be challenged to survive in this modern economy. In order to better understand, interact with, and nurture their customers, organizations must adopt a customer-centric strategy of engagement.

the solution

Sprinklr, integrated with SAP Hybris, allows your organization to better understand, analyze, and react to social conversations across all channels. Unlike point solutions that focus on one or two aspects of the social customer experience, Sprinklr's Experience Cloud is an integrated system of engagement for your employees to work together in real time across departments, markets, and silos, to manage customer experience at scale.

how we do it

Sprinklr brings together multiple views of your audience to power meaningful customer experiences. With an exclusive SAP Data Hub extension and ready-to-go Sprinklr Marketplace connectors, business and social data work together to build complete, insightful campaigns across the SAP CEC suite.

HOW BRANDS IMPROVED THEIR CUSTOMER EXPERIENCE WITH SPRINKLR

21%

increase in positive-neutral sentiment

47%

increase in customer engagement

84%

decrease in cost per customer care engagement

2x

the return on advertising spend generated

why SAP Hybris + Sprinklr

MAKE DATA ACTIONABLE

By providing in-depth analysis, you can leverage social data to drive action, catch buying signals, or identify emerging trends impacting your brand.

COORDINATE YOUR FRONT-OFFICE EFFORTS

By unifying data and workflows across the front office while connecting to backend data sources, you can drive meaningful business KPIs while maintaining a consistent customer experience.

LEVERAGE YOUR SAP INVESTEMENT

With deep integration into the entire SAP Hybris suite of products, the Sprinklr platform allows you to leverage your front-office data within your SAP Hybris Commerce, Marketing and Cloud for Customer deployments with a single integration point to cover the entire social sphere.

SPRINKLR + SAP® HYBRIS® COMMERCE

Understand the impact of social campaigns on commerce orders

- Analyze sales and social data in the same report to uncover trends
- Use Hybris Commerce data to drive more effective social ads
- Find brand advocates to increase campaign awareness and success

SPRINKLR + SAP® HYBRIS® MARKETING

Power growth with unified customer data and targeted social campaigns

- Connect social insights to SAP Hybris Marketing data
- Monitor key trends and sentiment across channels and markets
- Engage with audiences in their preferred channel with targeted outbound content via SAP Hybris Marketing

SPRINKLR + SAP® HYBRIS® CLOUD FOR CUSTOMER

Extend the reach of your customer care capabilities into social channels

- Create Hybris C4C tickets directly from engagement on social channels
- Use detailed social insights to inform personalized engagement and care
- Connect customer interactions for a more seamless omnichannel experience