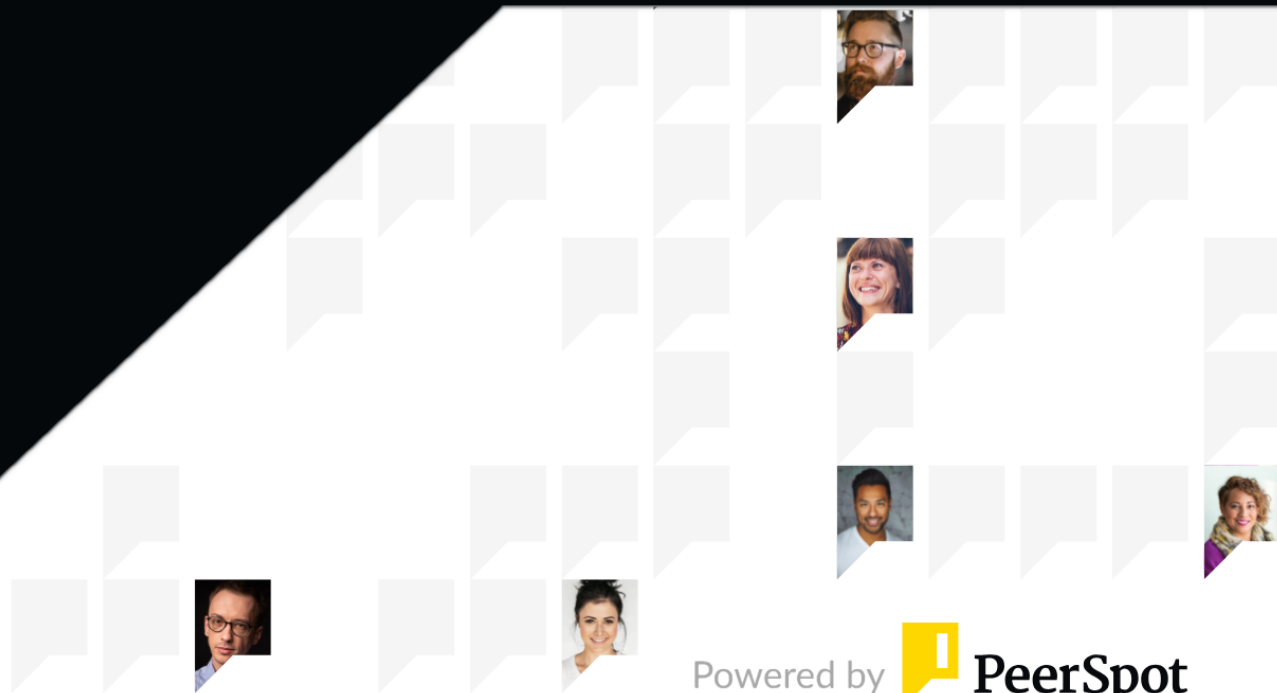


aws marketplace

Sprinklr

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 9

Other Solutions Considered..... 10 - 11

ROI..... 12 - 14

Use Case..... 15 - 17

Setup..... 18 - 20

Customer Service and Support..... 21 - 22

Other Advice..... 23 - 25

Trends..... 26 - 27

About PeerSpot..... 28 - 29

Product Recap



Sprinklr

Sprinklr Recap

Sprinklr is the definitive AI-native customer experience management platform, built to help the world's biggest brands deliver extraordinary experiences across every touchpoint. Its Unified-CXM approach breaks down silos by connecting conversations across marketing, insights, social, and customer service on one platform, so customer-facing teams can collaborate seamlessly and act on a single, real-time source of truth. With over a decade of AI purpose-built for customer experience infused into every workflow, Sprinklr helps enterprises unify their teams, tools, data, and channels, elevate every interaction with human-AI collaboration, and turn customer experience into a lasting competitive edge.

Key Features

Unified-CXM Platform: Consolidates disconnected tools, data, and channels onto one AI-native platform, unifying marketing, service, and CX teams for connected experiences at scale.

Four AI-Native Product Suites: A single platform spanning Sprinklr Insights, Sprinklr Marketing, Sprinklr Social, and Sprinklr Service, all built on the same foundation.

AI-Native Foundation: Purpose-built CX AI is seamlessly infused across every workflow, action, decision, and interaction, powering continuous innovation for customer-facing teams.

Intelligence: Extract actionable intelligence from unstructured data across millions of online conversations to power informed decisions and meaningful action.

Sprinklr Copilot: Automate workflows, surface insights, and get real-time conversational assistance across the entire Sprinklr platform.

AI Agents: Deploy intelligent, industry-specific AI Agents to ensure consistent, compliant, high-quality experiences across every touchpoint.

Workflows and Governance: Manage, route, assign, configure, and govern with ease across the platform to scale automation and drive team efficiency.

Enterprise-Grade Scale: Extensive customizability and seamless integration with your existing tech stack, built to scale effortlessly as enterprise needs evolve.

Human-AI Collaboration: Natively infuses specialized, generative, and agentic AI to work alongside teams, automating journeys and powering personalized interactions.

Recognized Across Every CX Category: A Leader in the 2026 Gartner Magic Quadrant for both Social Media Management and Social Listening and Voice of the Customer Platforms, a Leader in multiple Forrester Wave reports, a G2 Contact Center Leader

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The most valuable features are case management and reporting.”



Leonid Mironov

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim



“The scheduling feature is, of course, key just so I can do it in one sitting, plan out the month, and be ahead of everything.”



Michelle Epperson

Territory Sales Trainer N. Illinois & Wisconsin at Colonial Life



“Being able to use moving images, like GIFs, is important, and multi-language support is crucial, as it allows content in multiple languages and increases engagement and impressions significantly.”



Gregory Hovagim

Product Marketing Manager at MathWorks



“Sprinklr provides an in-depth, comprehensive solution akin to Salesforce for social media, offering a 360-degree cover with numerous options.”



Ofir Asaf Ben Kiki

Project and System Specialist at Maytronics Ltd



“The most important feature of Sprinklr is its high availability since it is a cloud solution.”



Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at Mistr Digital Innovation



“Customization and custom rule engines are highly valuable, enabling the creation of custom rules tailored to specific needs.”



Sujay Rao

Senior Manager, Customer Value & Innovation at a financial services firm with 501-1,000 employees



“Everything is integrated in one platform.”



Verified user

Senior Application Analyst at a non-profit with 5,001-10,000 employees

What users had to say about valuable features:

“Customization and custom rule engines are highly valuable, enabling the creation of custom rules tailored to specific needs. These features effectively automate email and chat processes, distinguishing Sprinklr from other solutions such as FreshWorks that have limited automation capabilities..”

Sujay Rao

Senior Manager, Customer Value & Innovation at a financial services firm with 501-1,000 employees

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“Everything is integrated in one platform. Without Sprinklr, we would need to manage each social media tool separately, which would be very time-consuming. It allows us to efficiently publish content across multiple channels using the same assets and style of verbiage, enhancing productivity..”

Verified user

Senior Application Analyst at a non-profit with 5,001-10,000 employees

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“The most important feature of Sprinklr is its high availability since it is a cloud solution.

Additionally, it collects reports about social media interactions worldwide and monitors our social media accounts across various platforms, providing a good customer experience..”

Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at
Misr Digital Innovation

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“I am mostly impressed with Sprinklr team, particularly their solution architects and engineers, who have been very creative and responsive to every obstacle raised. Sprinklr provides an in-depth, comprehensive solution akin to Salesforce for social media, offering a 360-degree cover with numerous options. It is capable of many tasks, and the out-of-the-box options and custom solutions are very impressive..”

Ofir Asaf Ben Kiki

Project and System Specialist at Maytronics Ltd

[Read full review](#) 

“The most valuable features are case management and reporting. The Unified-CXM Platform also helps in data aggregation and offers the capability to export data in different formats and integrate it with common CRMs like Microsoft 360 or Salesforce.

Additionally, the ability to manage access to the data and ensure visibility to third parties is quite beneficial. The solution allows me to take data-driven decisions and identify gaps within the business by collecting and labeling data extensively..”

Leonid Mironov

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Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

“I very much like two things. Firstly, I need to be able to use moving images. We were limited in our ability to use graphics with motion, and I think that visually grabs people's attention. Being able to use moving images, like GIFs, is important. Secondly, multi-language support is crucial. Content in multiple languages is important. Also, the metrics I track are about engagement and impressions, and I have achieved high impression rates using Sprinklr. It is easier for participants to share. The platform allows users to share a post with a unique URL, allowing coworkers to make a post of their own. This feature makes impression counts and view rates increase because it appears organic..”

Gregory Hovagim

[Read full review](#) 

Product Marketing Manager at MathWorks

Other Solutions Considered

“For social media, I did not use a different solution before Sprinklr. However, I used a contact center solution for voice interactions, not social media..”

Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at
Misr Digital Innovation

[Read full review](#) 

“Before choosing Sprinklr, we evaluated other options and vendors, however, Sprinklr was the best solution for handling Care and social media interactions..”

Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at
Misr Digital Innovation

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“We did consider previous solutions. We used a service called Post Beyond. They had static images and graphics only, without moving images that I could upload. They didn't properly support video uploads and had poor multi-language support. These three things are crucial for me..”

Gregory Hovagim

Product Marketing Manager at MathWorks

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“In this organization, I did not use a different solution. However, in my previous experiences, I have used Salesforce integrated with Crimson Hexagon, BrandWatch for listening, and Meltwater, among other tools..”

Leonid Mironov

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

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ROI

Real user quotes about their ROI:

“It gets your name out there when you're doing posts and increases your impressions on LinkedIn. No direct sales are correlated. Exposure over time compounds..”

Michelle Epperson

Territory Sales Trainer N. Illinois & Wisconsin at Colonial Life

[Read full review](#) 

“From a cost perspective, it requires replacing, but in terms of business benefits, Sprinklr provides a very good customer experience, which is the major benefit for us..”

Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at
Misr Digital Innovation

[Read full review](#) 

“The return on investment includes avoiding costs for separate external tools for quality, training, and social management, making Sprinklr operationally valuable..”

Sujay Rao

Senior Manager, Customer Value & Innovation at a financial services firm with 501-1,000 employees

[Read full review](#) 

“The Unified-CXM Platform has enabled cost savings on resources by aggregating data and sorting messages before reaching an agent, reducing the workload and optimizing headcount..”

Leonid Mironov

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

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“It is too soon to declare a return on investment, as we still need metrics for 2025. However, we have many plans for that year and anticipate seeing a positive return after the metrics are available. I'm confident in a positive ROI as Sprinklr offers numerous capabilities that need proper utilization..”

Ofir Asaf Ben Kiki

Project and System Specialist at Maytronics Ltd

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“The metrics I track focus on engagement and impressions, and I've achieved high impression rates with Sprinklr. This might be because it's easier for participants to share. Platform users benefit from the ability to share posts with unique URLs, allowing coworkers to make posts of their own while appearing organic, thus increasing impression and view rates. Probably around six percent..”

Gregory Hovagim

Product Marketing Manager at MathWorks

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Use Case

“I mostly use Sprinklr for social media posts, scheduling, and taking pre-made content, personalizing it, and then sharing and scheduling it. I primarily use LinkedIn..”

Michelle Epperson

Territory Sales Trainer N. Illinois & Wisconsin at Colonial Life

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“I use the Unified-CXM Platform for social listening and engagement with customers across different social media channels, along with extensive reporting..”

Leonid Mironov

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

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“Typically, I have a graphic or some rendering that I want to include content with, specifically written content, and I usually include a URL that allows the viewer to select it and continue to read or learn more about my social media post. Sometimes it's for a video, a picture, or a graphic, but it is usually in written form, prompting them to click and continue reading..”

Gregory Hovagim

Product Marketing Manager at MathWorks

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“We use four modules in Sprinklr: Care, Engagement, Listening, and Advertising. We use Care to handle social media interactions, Engagement to publish posts from our social media accounts, Listening to collect reports about social media interactions and customers, and Advertising to publish ads on our social media accounts..”

Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at
Misr Digital Innovation

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“We use Sprinklr for our social media management, covering everything from X to Facebook, YouTube, and LinkedIn. We utilize it for advertising, organic publishing, tracking analytics, reporting, and asset management. We have about one hundred eighty people in our association using it..”

Verified user

[Read full review](#) 

Senior Application Analyst at a non-profit with 5,001-10,000 employees

“We have several use cases. The first one is benchmarking and listening. We have been working with Sprinklr team to create special custom benchmarking services to track our competitors and campaigns on social media.

We have accounts on LinkedIn, YouTube, Facebook, Instagram, and more. In terms of engagement, we primarily use Care Suite, which is integrated into our CRM system. This allows our agents to engage with customers on Facebook, Instagram, LinkedIn, and a third-party website. We have built an architecture behind these processes with Sprinklr and our IT team..”

Ofir Asaf Ben Kiki

[Read full review](#) 

Project and System Specialist at Maytronics Ltd

Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The initial setup was complex. We worked step-by-step to build rules with the help of a consultant from Sprinklr, and it took about three months to get everything set up..”

Mohamed Hamdy

[Read full review](#) 

Digital Marketing and Social Media Strategy Manager at a media company with 1,001-5,000 employees

“The initial setup can be complex depending on the requirements of the business. It requires a clear understanding of requirements and technical background for a smooth implementation..”

Leonid Mironov

[Read full review](#) 

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

“The initial setup is rated as seven out of ten, leaning towards the complex side, which involved back-and-forth interactions that delayed integration but eventually led to process improvements..”

Sujay Rao

[Read full review](#) 

Senior Manager, Customer Value & Innovation at a financial services firm
with 501-1,000 employees

“The initial setup was challenging primarily due to the need for custom solutions. It required a lot of brainstorming and collaboration between our IT team and Sprinklr's team. Although Sprinklr made it easier with their use of Excel sheets for standard implementations, custom solutions required more involvement..”

Ofir Asaf Ben Kiki

[Read full review](#) 

Project and System Specialist at Maytronics Ltd

“I would rate my experience with the initial setup an eight out of ten, with ten being easy.

Certain kinds of APIs and integration need time because Sprinklr isn't that straightforward. Even though we face challenges with NICE also, I believe the team is more supportive when it comes to NICE. So Sprinklr needs to improve when it comes to the integration part.

Deployment model:

It is mostly on the cloud. However, the deployment model depends on the organization. It's not one size fits all; it has to be tailor-made. If the company is already hosted on AWS, they prefer AWS. If they are already on Azure or most of their applications are on Azure, it's easier to integrate, so they would choose Azure. Some companies still have a private cloud, their own data center. In that case, we have to come up with a hybrid solution and see how we can integrate by using the cloud or maybe keeping it on-premises. It depends.

So it's suitable for all sorts of environments, cloud and on-prem. That's the beauty of the solutions in the market now. You have to be tailor-made; you cannot make one size fits all.

Deployment time:

For all the channels, it takes about two to three months until we complete the entire UAT (User Acceptance Testing). After the UAT, we roll out to a set of customers as a pilot because we sometimes have technical issues and don't want to roll out to all customers and offices at once. So, after a successful pilot, we roll it out to the entire organization..”

VikasKhattri

Enterprise Sales Manager at Etisalat

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Customer Service and Support

“I have interacted extensively with their support team based in India. While the staff is nice, the communication can be unclear, leading to excessive email exchanges. I manage all support communication for our staff to ensure issues are resolved promptly..”

Verified user

[Read full review](#) 

Senior Application Analyst at a non-profit with 5,001-10,000 employees

“The technical support has improved over the years, from a rating of three to seven out of ten. The interaction could be improved in terms of agility, as sometimes I know better solutions than the support team..”

Leonid Mironov

[Read full review](#) 

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

“I would rate the technical support as nine out of ten.

Their solution architects and engineers are very responsive and creative, however, during time-sensitive issues, their support team tends to resolve problems via email rather than calling, which could save more time..”

Ofir Asaf Ben Kiki

Project and System Specialist at Maytronics Ltd

[Read full review](#) 

“General customer support rates four to five out of ten. Premium support, which is paid, receives a ten out of ten rating.

The technical support for a complex business model was challenging because the support team did not always understand our specific needs..”

Mohamed Hamdy

Digital Marketing and Social Media Strategy Manager at a media company with 1,001-5,000 employees

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Other Advice

“Set clear expectations and negotiation metrics before finalizing any contracts. Additional support services might incur extra costs. The tool is more suited for larger enterprises over smaller operations..”

Sujay Rao

Senior Manager, Customer Value & Innovation at a financial services firm with 501-1,000 employees

[Read full review](#) 

“For new users, consider starting with the lowest pricing quotation as Sprinklr is very expensive, especially for organizations in the Middle East.

Overall, I rate Sprinklr nine out of ten for its effectiveness..”

Ahmed Sobhy

Contact Center Tech Manager || Building Omni-Channel CC Experience at Misr Digital Innovation

[Read full review](#) 

“Depending on someone's needs, based on the price and functionality, I would lean towards no recommendation. We have restructured our workspaces and worked with their project teams, but its functionality is more developer-focused than user-friendly.

I'd rate the solution five out of ten..”

Verified user

Senior Application Analyst at a non-profit with 5,001-10,000 employees

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“I recommend it for entrepreneurs who are wearing a lot of different hats. They can have a marketing exposure.

Overall, I'd rate it nine out of ten. It's the only tool I've used, but it's great for my needs..”

Michelle Epperson

Territory Sales Trainer N. Illinois & Wisconsin at Colonial Life

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“Users should know precisely what they want and have internal commitments to implement the solution correctly. Lower adoption or pushback from agencies can result in less effective outcomes. It requires a consolidated approach to define what they want and achieve their goals effectively.

I rate this product an eight out of ten..”

Leonid Mironov

Social & Digital Media Performance, Senior Manager at Majid Al Futtaim

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“I rate Sprinklr an eight out of ten.

For those evaluating this solution, if you plan to integrate Sprinklr with CRM systems, ensure you have enough resources and team members who can dedicate time to the project. Ensuring that you are ready for custom needs is crucial, as Sprinklr may not have out-of-the-box solutions for everything. However, if you're only using Sprinklr platform without integrations, it is straightforward thanks to the provided Excel sheets..”

Ofir Asaf Ben Kiki

Project and System Specialist at Maytronics Ltd

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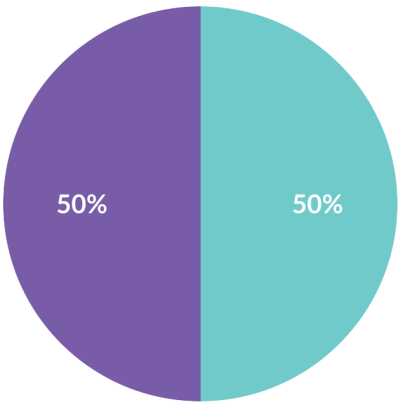
Top Industries

by visitors reading reviews

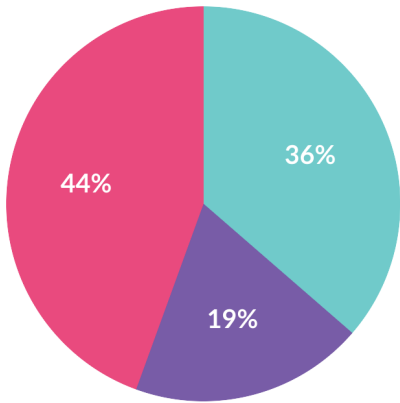


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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