A guide for choosing a
Modern Engagement Solution

Effectively listen, engage, and measure audience engagement to deliver a seamless customer experience across 25 social channels

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Coverage

Social channels, partnerships, and integrations

Social Channels

Communication is bidirectional. As your audience expresses themselves, you'll want to be there to ensure a seamless customer experience is delivered. A growing list of social channel partnerships means you can be wherever your customers are, always able to engage on the channels that they prefer.

Does your product publish and engage to …?	Sprinklr	Other
Facebook	✓	
Instagram	✓	
Twitter	✓	
LinkedIn	✓	
Snapchat	✓	
Pinterest	✓	
YouTube	✓	
Reddit	✓	
Tumblr	✓	
Sina Weibo	✓	
vKontakte	✓	
Tencent Weibo	✓	
WeChat	✓	
RenRen	✓	
LINE	✓	
Kakao Talk	✓	
Viber	✓	
Daily Motion	✓	
Yelp	✓	
Nextdoor	✓	
Wordpress	✓	
SlideShare	✓	
Flickr	✓	
Foursquare	✓	
BazaarVoice	✓	

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Partnerships

Your Social Platform should have comprehensive, up-to-date social network coverage. Relationships with channel partners improves collaboration, address business requirements or concerns, and gain early access to new offerings. Ask your vendor about its relationship management program with the networks most important to you— and ask your social network account teams about it too.

What formal partnerships do you have with…?	Sprinklr	Other
Facebook	Facebook Marketing Partner Management Partner Campaign Management Partner Creative Platform and Messaging Partner	
Instagram	Facebook Marketing Partner	
Twitter	Twitter Official Partner (Data & Advertising)	
LinkedIn	LinkedIn Marketing Solutions Partner	
Pinterest	Pinterest Marketing Partner (Content & Advertising)	
Reddit	Partner	
Tumblr	Preferred Partner	
Snapchat	Licensed Ads Partner	
Sina Weibo	Partner	
VK	Partner	
LINE	Biz-Solutions Partner	
Viber	Partner	
Yelp	Knowledge Partner	
Nextdoor	Partner	
Wordpress	Partner	
SlideShare	LinkedIn Marketing Solutions Partner (parent company)	
Foursquare	Partner	

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Integrations

Your Social Platform should work seamlessly with the tools that your business uses, ensuring that teams and departments are able to share information and collaborate without siloes. Ensure you have the right connectivity to optimize your workforce and streamline processes.

Does your product integrate with the analytic tools...?	Sprinklr	Other
Google Analytics	✓	
Omniture Analytics	✓	

Does your product integrate with CRM tools...?	Sprinklr	Other
Salesforce	✓	
Zendesk	✓	
SAP CRM	✓	
SAP Hybris	✓	
SAP C4C	✓	
Monoprix	✓	
Servicenow	✓	
Microsoft Dynamics	✓	
Oracle Rightnow	✓	

Does your product integrate with data storage tools...?	Sprinklr	Other
Google Drive	✓	
MediaValet	✓	

Does your product integrate with marketing automation tool...?	Sprinklr	Other
Marketo	✓	

Does your product integrate with message enrichment tools...?	Sprinklr	Other
Nextgate	✓	
Social Safeguard	✓	

Does your product integrate with profile enrichment tool...?	Sprinklr	Other
Linkfluence	✓	

Does your product integrate with site tracker tool...?	Sprinklr	Other
Track sites	✓	

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Actionability

Publishing, engagement, reporting, asset management

Publish

Your brand needs publishing tools that help you ensure content is reaching the right audience and driving results. Publishing tools should give you the flexibility to tailor content to a specific audience, channel, or account while providing easy-to-use options that let you publish at scale.

Does your product allow you to...?	Sprinklr	Other
Publish content to 25 channels, 10 messaging apps, and multiple social accounts simultaneously	✓	
Create unique copy for multiple channels at once	✓	
Associate a unique asset by message & channel type through a single publisher	✓	
Create a new post from anywhere in the platform	✓	
Draft, publish, schedule and report on dark post (aka unpublished posts)	✓	
Manage publishing process (draft, scheduled, published, waiting for approval, approved, etc.) via kanban dashboard	✓	
Configure and control user publishing actions to include all or variations of "edit", "create draft", "view", or "edit sent post"	✓	

Does your product allow you to draft message with...?	Sprinklr	Other
URL-shorteners that can be quickly added to messages while drafting posts	✓	
Content to be scheduled or published later	✓	
The ability to preview live post by channel before publishing or scheduling	✓	
Active links to hashtags, pages, and at-mentions within the message posts	✓	
In-line grammar and spell check across 10+ languages to avoid errors	✓	

Does your product allow you to schedule...?	Sprinklr	Other
Content to publish across multiple time-zones	✓	
Multiple messages (date and time) by channel in a single publisher	✓	
Recurring posts	✓	
Posts automatically if there was a problem publishing with the API	✓	

Does your product allow you to create a calendar to...?	Sprinklr	Other
Manage a comprehensive view of all outbound content via a global calendar	✓	
Reschedule outbound content quickly (drag-and-drop) in the calendar view	✓	
Export, filter, and share a content calendar with individual users and/or groups	✓	

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Engagement

Engage with your audience at the right time, with the right content, on the right channel. Strong social strategies ensure customers feel heard and supported. It's important for brands like yours to have the ability to respond to customer's questions, comments, complaints and praise. Similarly, you should have a tool that provides process controls on how your team is enabled to engage with customers.

Does your product allow you to...?

	Sprinklr	Other
Organize and respond to inbound message by channel type within a single view	✓	
Respond to inbound posts via monitoring dashboards - or a single view of all content by channel	✓	
Select the best respond type to inbound messages including: reply, comment, re-tweet, direct message, post, etc.	✓	
Configured custom dashboards to your preferred view	✓	
Export column contents to Excel spreadsheet	✓	
Generate a message template library for quick reply	✓	
Set reminders on inbound messages for follow tasks and actions on posts	✓	
Search within an engagement column by keyword, profile, or message tag	✓	
Select and take bulk-action on multiple messages across multiple columns	✓	
Take additional actions such as view profile information with a single click	✓	

Does your product help you be more efficient by...?

	Sprinklr	Other
Applying a macro to the message based on customized rules	✓	
Assigning messages to a user or team (via a queue)	✓	
Archiving the message to remove from queue, but maintain reporting insights	✓	
Utilizing quick actions to route messages to team members	✓	

Does your product offer collaboration that...?

	Sprinklr	Other
Provides a view of historical, in-line messages for appropriate, contextual response	✓	
Accommodates collaboration between internal teams in order to draft a best response	✓	
Tag messages by status (Dark Post, Hidden, Liked, Replied to, etc.)	✓	
Notifies users via a message alerts or tag to identify response status (needs response, response completed, response being created)	✓	

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Does your product offer AI that...?	Sprinklr	Other
Automates the prioritization, categorization, and routing of inbound messages	✓	
Classifies messages based on priority (questions, complaints, brand affirmation, sales opportunities, etc.)	✓	
Detects fake accounts based on the account name, biography, and followers	✓	
Automatically detects and flags spam	✓	
Suggests contextual responses	✓	
Responds to inbound messages automatically such as acknowledging receipt	✓	
Algorithmically assigns an influencer score to social profiles and improve via machine learning	✓	

Reporting

The platform of choice should offer reporting capabilities that highlight not only the performance of a campaign, but also the ability to gain actionable insights. Furthermore, reporting widgets and dashboards should be flexible to accommodate you and the goals you're targeting while also providing a seamless process for surfacing insights to other team members and leadership.

Does your product allow you to...?	Sprinklr	Other
Offer industry standard, out-of-the-box dashboards	✓	
Track KPIs (key performance indicators) using custom metrics	✓	
Tag outbound content to track campaign performance	✓	

Does your product provide advanced reporting capabilities for...?	Sprinklr	Other
Merging data from multiple sources and map data into a single report	✓	
Applying analytics to specific domains to track performance	✓	
Customizing dashboard views based on user context	✓	

Does your product incorporate visual components like...?	Sprinklr	Other
Providing over 20+ dynamic data visualisations widgets (charts, graphs, etc.)	✓	
The ability to analyze visual messaging for deeper insights - ex: Emoji detection	✓	

Does your product allow reporting collaboration for...?	Sprinklr	Other
Scheduling and on-demand exports	✓	
Sharing dashboards with users/groups	✓	
Scheduling reports which can be shared with non-users as well	✓	

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Asset Management

Images, videos, gifs, and more are not all treated equally. User-generated content might have different rules for use, banner images or ads are created for a specific campaigns, or some images are best for a specific region of the world. This type of asset management, team collaboration, and campaign development should be a base-line of product functionality for the tool of your choosing.

Does your product allow you to...?	Sprinklr	Other
Support 10+ asset types with all industry standard formats (JPEG, PNG, GIF, etc.)	✓	
Edit asset while creating a post for channel compliance and best performance	✓	
Create and delete sub-folders or mood boards dedicated to themes, campaigns, or teams	✓	
Tag content to track performance and stay organized	✓	
Search asset manager by keywords that surfaces relevant content	✓	
Bulk import assets through an Excel upload	✓	
Upload and use custom fonts that can be used to overlay text/copy on images	✓	

Does your product allow collaboration that...?	Sprinklr	Other
Creates shareable sub-folders with everyone, specific teams or individuals	✓	
Produces a public URL of folders for external sharing and teamwork	✓	
Supports communication streams directly on assets with notes, tags, etc.	✓	
Suggests assets to be used with individuals and/or groups to enhance collaboration *(action can also be scheduled)*	✓	
Sets approval workflows for asset use and publishing	✓	

Does your product provide governance capabilities to...?	Sprinklr	Other
Constrain asset availability per contractual agreement or determined use	✓	
Control visibility of confidential assets	✓	
Transfer ownership of assets and dashboards	✓	
Set content permissions (view, edit, delete, upload, etc.) to ensure brand guidelines are maintained	✓	
Set asset restrictions to prevent overuse or premature publishing	✓	

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Does your product provide organization capabilities to...?	Sprinklr	Other
Associate asset versions (channel specific, translated for localization, dimensions, etc.) for organization and comprehensive performance metrics	✓	
Quickly filter asset library by multiple filters (date created, date modified, publish count, total engagement, etc.)	✓	

Does your product provide reporting capabilities that...?	Sprinklr	Other
Enhance asset re-purposing by suggesting high performing assets	✓	
Set out-of-box dashboards to track asset adoption and performance	✓	

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User Management

Whether your a team of 10 or 10,000, ensuring each individual has the right access to do their job well is crucial for hitting company goals and reducing brand risk.

Does your solution provide...?	Sprinklr	Other
Granular roles & permissions at user level	✓	
Roles & permissions at user group level	✓	
Roles & permissions at sub-brand level	✓	
Roles & permissions at global level	✓	
Permissions at the account level	✓	
'View-only' and 'editable' custom field support	✓	
Tiered-approval workflow to avoid unfiltered content	✓	
Out of the box and customizable approval paths to ensure publishing actions are reviewed by appropriate teams (legal, compliance, managers, etc.)	✓	
Granular roles & permissions at user level	✓	
Ability to track and measure daily active user metrics and activity	✓	

Does your product provide efficiencies that...?	Sprinklr	Other
Automatically group users based on their tag(s)	✓	
Easily bulk add/update users	✓	

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Visualization

Without opening up data publicly, insights can be closed off—and potentially missed. Whether in a customer experience center or in a lobby, displayed data fosters conversation, fuels collaboration and drives action.

Does your solution provide...?	Sprinklr	Other
Visual command centers for operational teams to monitor conversations	✓	
Public-facing displays for retail locations to drive awareness and engagement (digital out-of-home - DOOH)	✓	
JumboTron™ and live events to encourage user-generated content and engagement	✓	
Website integrations for product galleries and UGC commerce	✓	
Image collage creation for landing/home page galleries	✓	
Out of the box templates for quick-start creation of presentations	✓	
WYSIWYG editors for images, assets, and layouts to create visually compelling screens & presentations	✓	
Custom branded design for displays supported	✓	
Shareable presentations (slide decks) on any device - even without a platform login	✓	
Dynamic, real-time data feeds for display/command center insights	✓	

Does your product provide control that?	Sprinklr	Other
Provides centralized permissioning for global displays and command centers	✓	
Granular user permissions are available for collaboration across design builds	✓	
Quick configuration & scene changes can be managed from mobile devices	✓	

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Storage

Whether for regulatory record retention purposes or for historical reporting, choose a solution that can meet your data retention requirements - so it's accessible when you need it.

Does your product provide...?	Sprinklr	Other
Data retention policy up to 84 months	✓	
A one-time 24 month data backfill during initial enablement. *Channel dependent	✓	
Cloud hosting option with AZURE	✓	
Cloud hosting option with AWS	✓	

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Governance

Security, Privacy

Security

As social teams grow and collaboration with third party expands, ensure your brand has the provisions in place to avoid a crisis and reduce risk.

Does your product provide...?	Sprinklr	Other
Two Factor Authentication via App, SMS, and email	✓	
Terms and Conditions agreement before using the platform	✓	
Single Sign-On (SSO) capability	✓	
Automatic log-out for inactive users	✓	

Does your product have certifications and controls for...?	Sprinklr	Other
SOC 1 Type 2 and SOC 2 Type 2	✓	
Control sharing between sub-brands and agencies	✓	
Vulnerability assessment testing	✓	

Privacy

Privacy is a top concern for many brands, and rightfully so. Ensuring any data collected on your employees and/or followers is secure and protected is a "must-have" for any technology platform.

Does your product meet compliance requirements for...?	Sprinklr	Other
Personally Identifiable Information (PII) detection	✓	
Personally Identifiable Information (PII) deletion	✓	
GDPR Compliance	✓	
EU-US Privacy Shield Framework	✓	

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Support

Best practices, how-to guides, reference articles and sometimes just a person to talk to is necessary for tools big and small. Ensure the tool you choose provides the necessary support for your team members to be successful.

Does your product provide...?	Sprinklr	Other
A dedicated Success manager assigned to your account for guidance, collaboration, and information sharing	✓	
24/7 troubleshooting support via email, phone, and social channels	✓	
Detailed help site accessible 24/7 with numerous articles and guides for using the platform	✓	

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Interfaces

It's common place now for business to operate on a global scale. Team members travel and are on the go between meetings and projects. This globalization and "on-the-go" working conditions should only enable you to move faster. Ensure the platform you choose can go where you go.

Does your product support for...?	Sprinklr	Other
Desktop/Laptop	✓	
Platform localized in 11 native languages	✓	
Mobile - responsiveness	✓	
Mobile - mobile app (iOS & Android)	✓	
Tablets	✓	

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Growth Plan

Complete Customer Experience Management—To ensure a complete end-to-end customer experience, you'll want to evaluate tools that will incorporate every action and interaction made with customers, prospects, fans, and detractors. These actions go beyond social channel engagement to support other departments within your organization such as customer service, marketing and market research. For additional information on Sprinklr's capabilities and coverage, request to review our additional buyer guides.

Are you considering a tool that works across...?	Sprinklr	Other
Advertising	✓	
Marketing	✓	
Care	✓	
Research	✓	

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