



A guide for choosing a Modern Research Solution

Turn data into real-time insights, decisions, and actions to create superior customer experiences



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Coverage

Breadth, depth, history, speed, and strength of channel coverage

Breadth

In today's world, customers are in control and preference matters. Data shows that people use multiple social platforms, and brands need to listen across a broad spectrum in order to make sure they don't miss a "customer call." So, make sure you choose a vendor with the broadest access so you don't miss any of those important conversations.

Does your product publish to...?	Sprinklr	Other
Mainstream social networks (FB, Instagram, Twitter, Youtube, etc.) owned/earned	9	
International social networks (Sina Weibo, VK, WeChat, etc.) owned/earned	10	
Specialty social networks (Nextdoor, Foursquare, etc.)	7	
Review sites (Yelp ,Amazon, Google Reviews, Trip Advisor, Apple Store, Google Play Store, etc.)	19	
Other media (news, blogs, forums, etc.)	4+	
Global blog & forum coverage	350MM+	
Unstructured business data (chat, call transcripts, email, surveys, etc.)	7+	
Structured business data (web analytics, CRM, marketing automation, etc.)	5+	
Countries covered	180+	
Languages detected	120+	
Language sentiment covered	36	
Sentiment accuracy	76%+	
Content types covered (text, images, audio, video, emoji)	5	



Depth

Most social channels offer varying degrees of access to partners, going from tolerating scraping to contracting full API-based firehose access. The deeper the access, the richer the insights into audience experience, audience behavior, and audience activity. Make sure your listening vendor has the highest level of sanctioned access available from the social platforms.

Does your have the highest preferred access to...? <i>*official partner</i>	Sprinklr	Other
Twitter* (full firehose)	✓	
Twitter* re-syndication	✓	
Facebook*	✓	
Instagram*	✓	
LinkedIn*	✓	
Pinterest*	✓	
Tumblr*	✓	
Reddit*	✓	
Yelp*	✓	
Sina Weibo*	✓	
VK*	✓	
Viber*	✓	
Wordpress*	✓	
Google Reviews	✓	
Amazon Reviews	✓	
Trip Advisor	✓	
Apple Store	✓	
Google Play	✓	
YouTube	✓	
Tencent Weibo	✓	
WeChat	✓	
RenRen	✓	
KakaoTalk	✓	
Daily Motion	✓	



History

Most listening vendors can only go back 90 days, which is great for staying on top of current events, but a significant disadvantage when trying to derive long-term insights from the audience. Choose a vendor who can go back in time and store all of the audience engagement data available through the channel API.

Can you access historical information on...?	Sprinklr	Other
Twitter* (full firehose)	✓	
News	✓	
Blogs	✓	
Forums	✓	
Reddit	✓	
Wordpress	✓	
Yelp	✓	
Historical backfill for owned accounts	✓	

Speed

Social channels are evolving in accelerated time frames. In a time of crisis, seconds matter. Brands require immediate access to relevant channels in order to listen, engage and reach their audience.

How quickly can you...?	Sprinklr	Other
View channel messages	< 1 minute real-time	
Request historical backfill	< 10 mins/million	
Add a new channel partner	6 weeks	
Update channel API access	6 weeks	
Integrate first-party channels	6 weeks	



Strength

Brands rely on their Listening Platform to have the most comprehensive and compliant coverage of social networks. This makes it critical for the platform to have access to APIs and to be alerted to important changes—including new beta offerings as well as deprecated features. Having a formalized relationship with a social network improves collaboration to highlight customer business requirements, address issues such as privacy concerns or 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	Official Partner (Data & Advertising)	
LinkedIn	LinkedIn Marketing Solutions Partner	
Pinterest	Pinterest Marketing Partner	
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	



Insights

Capturing, cleaning, enriching, contextualizing data to generate insights

Capturing

It's difficult to generate complete insights with partial data. Therefore, your insight function is highly dependent on your coverage function. A high-performance coverage system will generate high performance insight capability — and beware of vendors who create fancy visualizations on weak datasets which only allow you to make poor decisions with a high degree of confidence.

See Section A to understand how to evaluate coverage.

Cleansing

The reality that we all face is that there's a lot of noise across social data. To discover the important signals, you need to choose a vendor who can cleanse the data automatically to weed out profanity, spam and other noise.

Does your vendor use AI processing to properly clean...?

Sprinklr

Other

Does your vendor use AI processing to properly clean...?	Sprinklr	Other
Text-based profanity	✓	
Visual profanity	✓	
Spam	✓	
Ads	✓	

Enriching

Social data contains a rich mix of unstructured audience opinions, locations, preferences, and dreams, and when combined with unstructured and structured first-party data it can unlock billions of dollars in value. But, making sense of all this data is a big challenge. Choose a vendor that uses AI, Machine Learning and Natural Language Processing to automate and learn how to enrich your data to derive actionable insights.

Does your solution enrich data to tag for...?

Sprinklr

Other

Does your solution enrich data to tag for...?	Sprinklr	Other
Language	✓	
Sentiment	✓	
Bio location	✓	
Message location	✓	
Age range	✓	
Profession	✓	
General & niche interests	✓	
Country of residence	✓	



Martial status	✓	
Parental status	✓	
Visual logos	✓	
Visual sentiment	✓	
Visual gender	✓	
Visual age range	✓	
Visual objects	✓	
Visual scenes	✓	
Optical Character Recognition (OCR)	✓	

Contextualizing

Once the data is enriched, it can then be better interpreted for deeper meaning. Brands need to quickly understand the customer's conversations to best determine what step to take next and how to prioritize. Once again, this can't be done manually or hard-coded. It requires the same AI, Machine Learning and Natural Language Processing capabilities for automation and improvement.

Does your solution derive...?

Sprinklr

Other

Does your solution derive...?	Sprinklr	Other
Emotion	✓	
Brand preference	✓	
Purchase intent	✓	
Questions/Queries	✓	
Complaints	✓	
Appreciation	✓	
Industry	✓	
Custom categories via Machine Learning	✓	
Contextual sentiment scoring across entire statement (i.e. Restaurant was nice but the food was so-so)	✓	
Competitive insights: best performing content, industry ranking, service SLAs, estimated paid spend	✓	
Version controlled topic query templates	✓	
Topic query exclusion blacklists: keyword, profile, domain, and workspace list options	✓	



Visualization

Graph, drill-down, filter, export, and display to share the insights broadly

Graph

With such a large volume of data, organizations require sophisticated analysis visualizations to quickly surface important insights. The same visualizations may also be shown in reports, command centers or public displays, so they need to be visually appealing and dynamic.

Does your solution provide...?	Sprinklr	Other
Over 37 flexible, insightful, and dynamic widgets	✓	
Preconfigured and customizable reports	✓	
Real-time analysis of data	✓	
Automatic refresh of widgets	✓	
Custom metrics and target goals	✓	
Version control (locking, sharing, and cloning of dashboards)	✓	
Extensive, flexible, and customizable reports and dashboard filters	✓	
Scheduled deliver of reports via email to platform and non-platform users	✓	

Drill Down

To turn data into insights and knowledge, it needs to be able to be investigated. Drilling down on anomalies, spikes and important points uncovers hidden information.

Does your solution provide...?	Sprinklr	Other
Drilldown by Who/Audience: Influencers, Advocates, Detractors, Top mentioned, etc.	✓	
Drilldown Where/Location: Country, State, City, known landmarks, custom business locations, etc.	✓	
Drill down by What/Topics: Conversations, things, actions, hashtags, emoticons, phrases, entity type, custom defined themes, custom properties/tags, etc.	✓	
Drill down by What/Enriched categories: Language, sentiment, emotion, colors, gender, age range, marital status, profession, ratings/reviews, custom review categories, etc.	✓	
Drill down by When/Time: Year, quarter, month, week, day, custom time range, time interval mentioned, etc.	✓	
Dynamic and unlimited data drilldown	✓	
Restricted drill down based on governance rules	✓	



Filter

One thing's for certain: people want to see data in their own way. Flexible filtering and shareable boards enable users to create, save, and share their point of view.

Does your solution provide...?	Sprinklr	Other
Multi-select, inclusion/exclusion filters	✓	
Filters that match ALL the previously defined drilldown categories	✓	
Filters by custom properties	✓	
Standard and custom timeframe filters	✓	
Ability to save filters, widgets, drilldowns as custom reports/ boards	✓	

Export

Whether it's for quick analysis on the desktop, further processing via core applications, or including insights in a presentation users wish to send data to 3rd party applications.

Does your solution provide...?	Sprinklr	Other
Multiple export formats: XLS (single, multi sheet), CSV, PDF (portrait, landscape), PPT, PNG	✓	
Annotations on exports	✓	
Scheduled exports with contextualized emails, including to non-registered users of the platform	✓	
Pre-built integrations (MS PowerBI, Domo, Origami Logic, Beckon, etc.)	✓	
API Integrations for additional 3rd party applications	✓	
Dashboard report delivery scheduling	✓	
Full Twitter re-syndication of messages & metrics approval	✓	
Command Center displays	✓	
Branded reports with custom fonts & colors	✓	



Display

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	✓	
JumboTron™ and live events to encourage user generated content and engagement	✓	
Dynamic, real time data feeds for display/command center insights	✓	
Ease-of-use and custom branded design for displays	✓	
Mobile display controls for quick configuration & scene changes	✓	
Centralized controls for global displays and command centers	✓	
Website integrations for product galleries and UGC commerce	✓	



Actionability

Segment, categorize, synthesize, route, and respond to insights in real-time

Segment

Audience insights are the foundation for the context of messaging. The ability to seamlessly segment engagement into audience types is critical for any listening platform.

Does your solution provide...?	Sprinklr	Other
Ability to segment based on who, what, where, when and custom demographics categories	✓	
Dynamic audience profiling with automation	✓	
Ability to manually or automatically tag audiences into segment classifications based on search criteria	✓	
Ability to use custom defined segments for further analysis, filtering & drilldown	✓	
Ability to use segments for owned communications or advertising for targeting purposes	✓	
Ability to provision functionality based on segment categories, e.g. alert for top customer complaints or prevent UGC requests from celebrities	✓	

Categorize

The next step is to be able to associate insights at the individual profile level. In this regard, you need to be partnering with a vendor with a comprehensive privacy and governance approach.

Does your solution allow you to...?	Sprinklr	Other
Create and manage a customer experience profile	✓	
Annotate, label, and customize profile properties to note relevant insights with audiences	✓	
Authorized syndication of data from Twitter to associate information with customer support cases	✓	
Manage requests to remove audience content upon request and track/audit the process, in compliance with privacy regulations	✓	
Add product, competitor, or location management as a categorization topic	✓	



Synthesize

Social data is rich with insights that can help your organization better understand how to improve customer experiences. A robust listening solution should summarize these insights for your brand in an optimized dashboard.

Does your solution provide...?	Sprinklr	Other
Location insights with summarized and detailed scoring to improve NPS across regions or individual locations	✓	
Product insights to help prioritize new offerings or issues to resolve	✓	
Anomaly detection with smart alerts for potential PR crises or prioritize customer service responses	✓	
Visual insights to monitor for UGC opportunities or track visual mentions or misuse of your brand	✓	
Competitive insights to benchmark your marketing efforts, customer service SLA's and advertising spend across your industry	✓	

Route

Ensuring the right messages go to the right people with the right skills at the right time is key to personal, seamless, premium customer experience management. Users should be able to act on key insights to route messages in real-time.

Does your solution provide...?	Sprinklr	Other
Automatic anomaly detection and alerts to immediately notify the appropriate response teams	✓	
Live routing to Public Affairs teams for Crisis Management	✓	
Live sharing with global Custom Service teams to manage queries or complaints	✓	
Direct recommendations to Marketing teams for UGC requests	✓	
Improved Marketing results by sharing embedded Voice-of- the-Customer insights for Campaigns	✓	
Drive advertising performance by provisioning custom audiences and lookalikes for improved targeting	✓	
Routing to Command Centers or public Displays for insights and audience engagement	✓	
Integration with e-commerce sites for UGC product galleries	✓	
Direct integrations with third-party CRM systems for alternate engagement workflows and audience profile updates	✓	
Full Audience profile and case history to track customer experience	✓	



Respond

In the new experience economy, care and marketing need to work hand-in-hand—and listening provides the basis for this. Responding directly off of data points to support, surprise and delight customers gives brands a competitive advantage.

Does your solution provide...?	Sprinklr	Other
Direct responding (with governance) by Public Affairs teams for Crisis Management	✓	
Direct responding (with governance) by global Customer Service teams to directly manage queries or complaints	✓	
Direct requests (with governance) by Marketing teams to customer for UGC	✓	
Embedded insights for Marketers within Campaign briefs including Voice-of-the-Customer insights research and dynamic analysis/drilldown (vs. static)	✓	
Ability to pull Listening audiences directly into Advertising platform for improved targeting	✓	
Routing to Command Centers or public Displays for insights and audience engagement	✓	
Live response from third-party CRM systems (with governance) via direct integration back to Sprinklr	✓	