



# A Buyer's Guide for Choosing a Community Solution

**Drive engagement and advocacy, deflect support issues to a self-serve platform, and leverage community insights to improve products and services**

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Today's consumers are connected. They listen to each other more often than they listen to brands. This is particularly true in customer support. Sprinklr's Community allows brands to enable self-service between your consumers to share trusted advice, find answers, and troubleshoot common issues.

# Table of Contents

As you're evaluating solutions for an online community, use this Buyer's Guide to help develop your selection criteria and guide your evaluation.

Core Capabilities.....	3
Roles & Permissions.....	4
Customization.....	5
User Experience.....	6
Moderation.....	7
Automation & Workflow.....	8
Gamification.....	9
Reporting & Analytics.....	10
Integrated Platform Capabilities.....	11

# Core Capabilities

Design an impactful brand community with a trusted technology partner to enhance customer experiences.

	Sprinklr	
Content hierarchy management to create and customize categories and topics	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Comprehensive audit logs on care representative activities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Audit agent actions and responses	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Quick and easy migration of current community data (content, images, settings) into a new solution	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Seamless redirect (301 redirects) of pre-migration URLs to new URLs to avoid decrease in Google ranking	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Multiple communities integrated within a single platform	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Multilingual communities that are able to switch between desired languages within the same community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mobile responsive design	<input checked="" type="checkbox"/>	<input type="checkbox"/>
An SEO-first, modern Single Page Application (SPA) architecture	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Nested comments and replies on a post	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Rich Media content and emojis	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SEO-optimization with structured data markup	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Robust API capabilities to ingest and consume community data	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Easy integration of Google Analytics, Adobe Analytics, Google Tag Manager or any other custom analytics tool	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Integrated moderation capabilities on desktop and mobile for all digital cases including social, community, chat, email, and messaging in one place	<input checked="" type="checkbox"/>	<input type="checkbox"/>
SSO and OAuth for sign up and login	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Using social channels (Facebook, Twitter, LinkedIn) for login	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Embeddable Live Chat on the Community site to deliver real time experience	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Roles & Permissions

Easily set-up and configure a community to align to your business goals and objectives with the ability to seamlessly navigate.

	Sprinklr	_____
Permission-governed private categories and topics for specific users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Making an entire community private	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Configurable roles and permissions for community members, admins, and moderators	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Permissions to restrict post/comment access to certain users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Permission to define custom signature for users	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Customization

Customize and design your community to be on-brand and tailored to your customers' needs.

	Sprinklr	
Customizable layouts and branding (colors, buttons, images) with no extra development resources	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Fully customizable login and sign up pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customizable community structure with two pane view	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Add custom widgets using HTML, CSS, and Javascript	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Apply custom HTML, CSS, and Javascript in header or footer of the community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Add, edit, and delete custom pages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tabbed conversation lists that appear on the main page	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customize branding, content configuration, and advanced settings	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Editable page layout and community design	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customization of colors, buttons, widgets across different areas of the community (header, body, sidebar)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Configure screener questions asked to users upon login	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Preview every configurable change before publishing on the site	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Multiple languages (active language, base language, secondary language) for each community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Define default session duration of logged in users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Custom navigation bar at the top of the community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Custom footer in the community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Multiple community text editor options (Slate, TinyMCE)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customize the width and position of the sidebar	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Multiple post types that are allowed in the community (questions, announcements, ideas, problems)	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# User Experience

Provide a consistent experience for both community users as well as community moderators and admins.

	Sprinklr	_____
Share community content via Facebook, Twitter, LinkedIn, Email, WhatsApp, Pinterest, and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Advanced search capabilities within comments, posts, and replies based on recent search activities	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Attach images, videos, and YouTube URLs in posts, comments, and replies	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mark posts, comments, and replies as private or public	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Personalized avatars, usernames, and signatures	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Flag content as inappropriate or spam	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Move, merge, modify, and remove posts from the platform or the community page	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Email notifications to users based on user preferences	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Send surveys as a pop-up on the community based on customizable conditions	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Mark comments as “Accepted Solution”	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Use @mentions for users and products and to select the author when replying to messages	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Moderation

Collaborate across multiple teams to create and manage community content across multiple user roles and content types.

	Sprinklr	_____
Moderation at scale with ability to define content filters, automated user moderation, and more	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Pin posts so users can view important admin posts on top of the page	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Flexibility in creating, editing, and deleting posts and topics within specific categories by authorized users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Post management (moving, merging, marking as private or public)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bulk actions can be taken by moderators	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Closing conversations	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI-driven bots handle simple queries before routing to agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
AI-powered smart responses based on the context of the conversation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to archive posts manually or by autoamted rules	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Automation & Workflow

Automate and streamline moderation tasks for maximum efficiency.

	Sprinklr	_____
Integrated case and ticket management for streamlined customer support	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically mask spam and content containing personal identifiable information (PII)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically mark content as spam based on keywords, regex, and custom AI models	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically prioritize conversations using rule-based logic	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically apply custom tags on cases	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically block profiles using rule-based logic	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically create and assign cases to agents	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create custom dashboards that can be shared with other moderators	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Forward support cases as an email to individuals outside the platform	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Prioritize cases based on AI-powered customer satisfaction insights	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Prioritize cases based on user rank/badges	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proactively track and handle case volume spikes with AI-powered alerts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Escalate cases and messages based on predefined conditions (i.e. priority and time delays)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Send agent responses through predefined approval queues	<input checked="" type="checkbox"/>	<input type="checkbox"/>



# Gamification

Gamification and badging strategies help to motivate user participation and foster engagement.

	Sprinklr	_____
Automatically allot points to users based on defined goals	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create custom ranks	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create custom badges	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically allot badges to users based on activity and points	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically allot ranks to users based on activity and points	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Manually allot badges and ranks to users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Manually remove badges and ranks from users	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Reporting & Analytics

Consolidated reporting dashboards help measure the ongoing growth and engagement of a community while providing actionable insights for improvement.

	Sprinklr	_____
Consolidated, realtime reporting dashboards	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Monitoring of and in-depth reporting on key stats and activity trends (posts, comments, likes, and more)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Customized reporting on cases (handling time, resolution time, and more)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Create and customize community specific dashboards	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Share custom reports with people who do not have a login for the solution	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Benchmark community metrics	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Report on searches performed by users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Value realization dashboards to view cost- and time-savings by having a brand community available for customers	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Integrated Platform Capabilities

An integrated solution helps brands connect self-care and brand care with a platform that unites brand communities and customer support teams through a unified platform.

	Sprinklr	_____
Users to submit a support request directly within the community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Automatically turning customer's support request into a case	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Replying from multiple brand accounts on the moderation platform	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Advanced filters to sort support requests based on custom tags	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Previewing and tracking support requests	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Cross utilize canned responses and assets across social channels, messaging platforms and community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Allow cross utilisation of agents across multiple channels like social, messaging, email, SMS and community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proactive chat prompts to guide a user on your community	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Send surveys and capture customer feedback via live chat on your community website	<input checked="" type="checkbox"/>	<input type="checkbox"/>



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