Sprinklr Social Automation

If your social relationship software doesn’t have your back, who will? Your busy social teams have better things to do than handle repetitive, tedious and error-prone tasks, or manually inspect and tag messages. It’s time you let Social Automation take care of business for you. At scale.

one of our teams missed another angry post. things are getting nasty on twitter now.

ouch, how can your guys keep doing this??

they’re swamped! I mean come on - you try triaging 10K posts a week

ah, actually we do 100K a month and I got half your staff :)

you gotta be kiddin me. what’s the trick?

no trick, we just automate 80% of our triaging, tagging, and routing with our social platform. rules, macros, you name it - my guys just handle the critical stuff.

wow, didn’t know you could do that - who you using again?

Sprinklr, the enterprise social platform - you’ve got to check them out...

got em – sprinklr.com? Cool I’m on it thanks!

Apply single or bulk-action workflow macros in one mouse click.

Define and share flexible and powerful conversation workflow macros.
YOU ASKED, WE ANSWERED

1 How can rules make my life easier?
Our powerful and flexible rules engine helps you optimize performance, automate tedious or complex tasks, reduce human error, automate workflow and manage massive volumes of conversation faster and with fewer staff.
Rules can do everything from automatically routing posts to detecting specified keywords, identifying audience members, blocking outbound publishing in crisis situations, and even alerting users when traffic volumes exceed preset guardrails.

2 Nice, but aren’t they complicated to set up?
Not really. Properly designed business rules are very easy to implement in the platform. A WYSIWYG drag-and-drop canvas interface lets you graphically create conditions with corresponding actions. And then chain them together as needed. You can select from hundreds of available conditions and actions and even create and save your own, and then share them with the entire organization.

3 How about shortcuts and macros?
Yes, we have those too. Use them to automate repetitive tasks, for bulk message handling, or to program single-click hotkey actions.
If your teams are constantly performing the same tedious tasks for certain categories of inbound messages, then macros will quickly become their best friends by saving them time and effort.

4 Can I trigger rules based on senders?
You bet. We offer an amazing array of rule conditions including sender identity, message tags, or sender membership in special profile lists you set up.

5 Can we respond using canned message templates?
Absolutely. Message templates are just another social asset object in the platform. Craft templates for your social teams to use when responding to common inquiries or publishing content using approved tone and voice guidelines. Templates can be tailored to the social network(s) at play and can also be governed, shared and re-used across the organization.

6 Is there a shortcut to setting up tons of users?
Yes, thankfully. Sprinklr offers a convenient abstraction called user ‘groups’ allowing platform administrators to very quickly and efficiently provision very large numbers of users.
Essentially, roles and permissions can be associated with a group, and any new user assigned to the group automatically inherits the group attributes.
User roles can also be provisioned automatically via custom user properties like geographic location or department, for example.

7 Is there a way to manage hundreds of social profiles?
Sure is. Instead of just piling every social profile into a single ‘bucket’, Sprinklr lets you define ‘account groups’ based on custom properties you define. This means, for example, you can organize your social accounts by channel type, geography, department, or function and manage and govern each group according to your internal policies and business rules.

8 But can I report across entire groups of profiles?
No doubt. You can report across entire swaths of social profiles at the group level, giving you complete lateral insight into performance across entire regions, departments or business units at a time, for example, or across an entire set of social networks.

Design and create complex rules using WYSIWYG drag & drop editor.