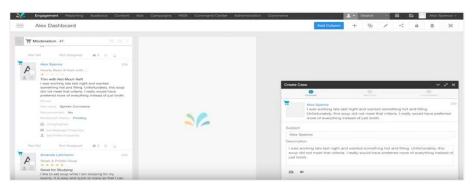
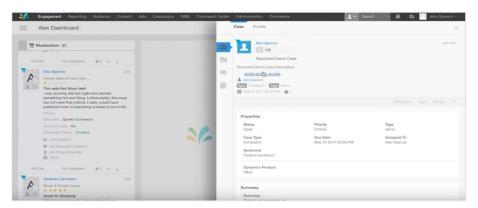


# CASE MANAGEMENT

### Case Creation from Sprinklr



### Dynamics Case noted in Sprinklr



### Use Cases/Required Capabilities

Create and update Dynamics Cases from 23+ Sprinklr Social Channels

Associate cases with Contacts through search or new Contact Creation

Sync Social Profile data with Dynamics Contacts

**Automate Case Creation** 

Set rules to create cases in dynamics based on keywords

## The Sprinklr Approach

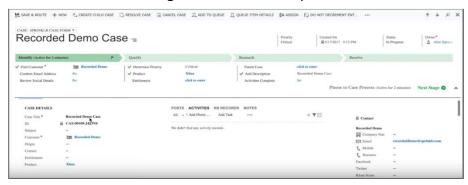
Expand reach and provide support to customers across 23+ social channels

Access a unified view of the customer by integrating social and CRM data, allowing brands to fully resolve care and support inquiries via the customers channel of choice

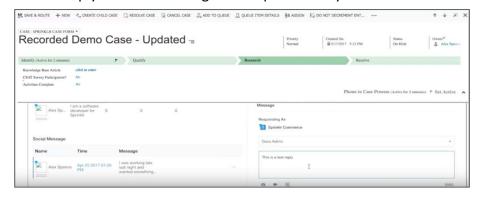


# CASE MANAGEMENT

#### Manage cases created in Sprinklr



#### Reply to Social Message from Sprinklr in Dynamics CRM



# **Use Cases/Required Capabilities**

Engage with your Audience from Dynamics CRM

View and Reply to Social Messages through an Embedded Sprinklr iframe inside Dynamics CRM Case View

Generate reports based on key metrics, including number of cases, social messages processed, agent SLA etc.

Synchronize standard and custom case fields between Sprinklr and Dynamics

## The Sprinklr Approach

Enable common customer experience across all channels, including same level of customer history details, access to same content/remedies and consistent application of policies, business rules and method & procedures to ensure a consistent customer experience

Measure the quality of service on every interaction. Leverage every piece of feedback and map it to other data points (CRM, CSAT, etc) to diagnose the problem areas