

The Sprinklr Way.

Our way of working, living and being.





We walk the talk in a different, unified way. The Sprinklr Way.

Hello! I want to share with you what makes Sprinklr truly special. Sprinklr is a family of talented, passionately caring individuals. High achievers who are kind. A work-and-life-changing combination. Each of us embraces a culture of creating the world's most loved, and loving, enterprise software company. To accomplish that goal, we live and work by a set of unifying values and beliefs.

We call it The Sprinklr Way. And we're sharing it with you and the world because we're for unifiers everywhere who help people and organizations grow and be happier. Welcome! Please say hi and ask me anything, any time at rthomas@sprinklr.com

A handwritten signature in black ink, appearing to read 'Ragy'.

Ragy Thomas
Founder & CEO, Sprinklr





Vision: To be the world's most loved enterprise software company.

Mission: To enable every organization on the planet to make their customers happier.

We believe genuine empathy for the way people live and work creates extraordinary results.

We're Sprinklr. The unified platform for all customer-facing functions. We enable every business team to unify every customer experience, across every market in the world. As remarkable as this technology is, it's our unifying, *human* connection that makes us different, not just better. So we're building a culture that works, lives, and celebrates...**The Sprinklr Way.**





The Sprinklr Way

Cultural Aspirations

Treat each other like family.

Be customer-obsessed.

Take pride in who we are and
what we're building.



The Sprinklr Way

Core Beliefs

People never forget how you make them feel. Be kind.

Everyone has the power to be amazing. Keep learning.

Helping others succeed makes us happier. Give back.



The Sprinklr Way **Core Values**

It's OK. Be fearless.

Sprinkle, don't shout.
Keep moving forward.

Fix it, don't complain.

Never give up. Ever.

Passionately, genuinely care.



The Sprinklr Way

Leadership Expectations

Set a high standard.
Provide direction
and reward by merit.

Own The Sprinklr Way.

Hire for culture.
Develop and unify
a world-class team.

Communicate to engage
and inspire.

Lead with empathy
for extraordinary results.



The Sprinklr Way

Operating Tenets

Build on strengths and address learning gaps with a clear plan.

Clearly define outcomes for teams and individuals.

Be explicit about expected skills and behavior.