sprinklr

SPRINKLR API
Bring the power of social data to your enterprise data systems

THE PROBLEM

Data about your customers exists in many locations, often segregated from social or digital activity. Your Social team might be interacting with customers or answering questions on Twitter, while your Customer Care team is resolving complaints through a hotline, and your Demand Generation team is managing campaigns to acquire and score inbound sales leads. Data about the individuals and their transaction history is sitting in disparate systems, unconnected and unable to offer a single view to calculate business insight.

THE SOLUTION

Sprinklr offers a variety of robust, convenient and simple RESTful Web service APIs to integrate data from Sprinklr to any external system. Through Sprinklr's API portal, your developers can create Web applications to interact directly with data that resides in Sprinklr.
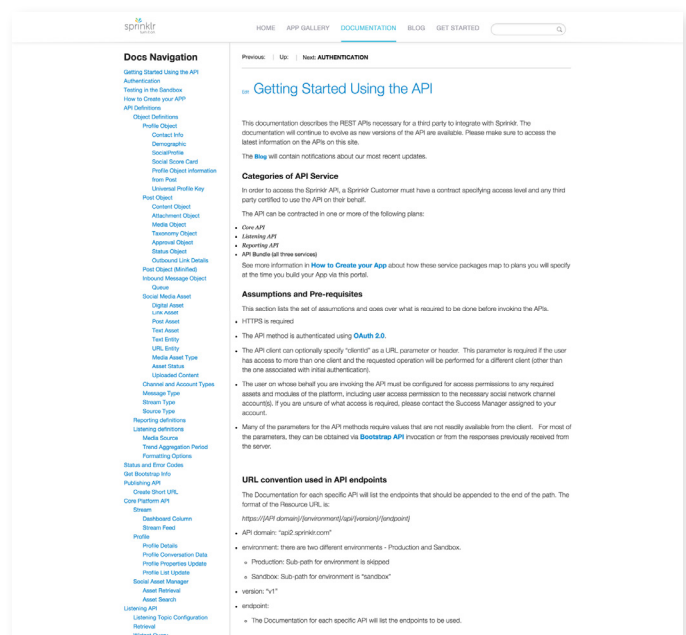
SPRINKLR API FEATURES

- RESTful APIs using JSON format

- Authentication via OAuth 2.0 invoking the existing user-level governance and security model built into Sprinklr

- Production access + use of a public sandbox environment for testing

- Developer portal to manage access to API documentation and API keys

TYPICAL USE CASES

Typical use cases for building applications consuming Sprinklr's API include:

- Passing digital assets from Sprinklr to another asset management solution (or vice versa)

- Consuming outbound or inbound post-level data to integrate with an external CRM system for message storage or with an external reporting system for marketing reports

- Updating profile meta-data to connect important user information--like customer or lead status --from a CRM or Marketing Automation system with Sprinklr (or vice versa)

Our developer portal makes viewing API documentation and creating apps against Sprinklr easy.

KEY CATEGORIES OF SPRINKLR REST APIs*:

- **Core Platform**

    /Dashboards - deliver messages in a monitoring dashboard stream and associated message object information.

    /Profile - deliver profile, profile list, or profile conversation stream information and associated meta data. Also offers ability to update profile metadata or list assignments.

    /SAM - retrieve and search digital assets used in the Sprinklr Social Asset Manager.

- **Listening****

    /Widget Query - query for analytical information about Listening topics including volume of mentions, sentiment, and users.

    /Listening Stream - deliver streams of individual messages within listening topics.

- **Reporting**

    Provides Account or Post level tabular insights on engagement data and inbound messages.

SPRINKLR API IS RIGHT FOR YOU WHEN:

- You have an internal or contracted development team with experience using RESTful Web services, especially with social network data and the OAuth 2.0 security model.

- Your use case involves extracting data from Sprinklr--or in some cases updating data in Sprinklr--on your own without the need of a Web UI or Sprinklr custom development resources.

- You are looking to match or manipulate data that is brand-level, message-level, or user profile-level. Often this involves having a meta-data strategy for message and profile objects stored in Sprinklr.

Why Sprinklr's API?

Many of the world's largest brands are using Sprinklr to manage customer experiences and engagement.

Whether you are a current or future Sprinklr customer (or a third-party service), our APIs offer a solution that integrates critical business data with Sprinklr. This integration improves your ability to generate advanced business insight, swiftly produce centralized reports, and maintain one updated source of all customer interactions.

*Additional APIs such as Publishing API are available in beta. Please speak with your Sprinklr representative for the current list of all APIs that Sprinklr has in development.

**Listening is a premium module and only available if you have already purchased this module.

Note: Sprinklr APIs are provided in compliance with social network and data provider terms of service. As such, some data may not be transferred via API. Please speak with your Sprinklr representative for details.

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