

Sprinklr Announces Integration with LINE Business Connect

Global brands can now publish content to LINE Business Connect, the API platform for Japan's Largest Global Messenger and Smartphone Portal, LINE

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TOKYO & NEW YORK--(BUSINESS WIRE)--Sprinklr, the world's most complete enterprise social technology, today announced an integration with the largest and most widely-used smartphone portal in Japan, LINE. Brands now have access to LINE Business Connect -- an API platform that allows businesses to reach consumers on LINE -- through the only enterprise software platform that helps brands manage owned, earned, and paid social media all in one place: Sprinklr. Sprinklr allows previously siloed teams -- from marketing to customer care to sales -- to better collaborate to gain a holistic view of each customer and serve them across channels.

"Customer experience is elevated when brands use a single, unified social engagement platform that enables them to know customers better, in a richer context," said Andy van Etten, Managing Director for Sprinklr Japan. "LINE is one of the most important global messenger platforms and technology services in Japan and the greater APAC region, and a critical channel for brands to use if they want to reach customers in this part of the world. We are excited to be able to offer this integration to current and future Sprinklr clients in order to help them create even better experiences for their customers."

The largest tech IPO to date in 2016, LINE is one of the most popular channels in Asia. Its 220 million monthly users across the world use LINE as a tool to call and message friends, gather news, make mobile payments, play social games, and stream music. LINE also has retail stores, delivers rides and groceries, and sells hundreds of millions of dollars worth of digital stickers a year.

Sprinklr opened offices in Japan in April 2015 via a joint venture. Since then, the company's business has continued to grow to meet the needs of enterprise brands with global operations throughout the Asia-Pacific region.

To learn more about this integration, [read our blog post here](#).

About Sprinklr

Sprinklr provides the most complete enterprise social technology in the world, designed to help large companies collaborate across their entire organization to create intuitive, superior customer experiences across every social channel. The company is revolutionizing customer engagement in 150+ countries for more than 1,200 brands, including Nike, McDonald's, Microsoft, P&G, Samsung, more than 50% of the *Fortune* 50, and nine out of ten of the world's most valuable global brands. Called "the most powerful technology in the market," Sprinklr powers more than four billion social connections to help the enterprise reorient its business around the customer in the age of digital transformation. Headquartered in New York City with more than 1,200 employees globally, Sprinklr works with a powerful group of partners that includes Deloitte Digital, SAP, IBM, and Microsoft. For more information, visit sprinklr.com or chat with us at [@sprinklr](https://twitter.com/sprinklr).

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