



SPRINKLR Global Peg

Through animation we see the humble beginnings Global Peg, whose founder discovers a need - square pegs - and grows his business to great scale by making square pegs for more and more people.

But eventually the world changes, and along with it the need for square pegs. A change that Global Peg and its founder fail to see, as growth has made them distant from their customers.

Then, one day, Global Peg's founder comes face-to-face with his first customer. And it is then he realizes she, and many others, have new needs - not merely for square pegs, but pegs in all shapes and sizes.

The founder realizes that in growing his business to such such a large size he has lost touch with customers. And with the help of Sprinklr he learns how to connect closely with customers once again. Which leads to new success with new pegs.

TITLE: Make Happy Customers

FADE TO

Make Happy Customers*
*at scale

LOGO/TAG: SPRINKLR
Enterprise software for an un-enterprise world.