



SoftwareReviews

A Division of Info-Tech Research Group

Head-to-Head

Social Media Management - Enterprise



vs



This report has been produced by SoftwareReviews on behalf of Khoros based on select data from March 2023. For a full report please visit [SoftwareReviews.com](https://www.softwarereviews.com)

REPORT GENERATED MARCH 2023

Sprinklr Social Engagement & Sales Platform

Khoros Social Media Management

Overview

This page provides a high level summary of product performance within the Social Media Management - Enterprise category, comparing some of our top value metrics. Products are ranked by a composite satisfaction score (Composite Score) that averages four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likeliness to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair). Use this data to get a sense of the field, and to see how the products you're considering stack up.

NET SCORE	7.7	 Sprinklr Social Engagement & Sales Platform	VS	 Khoros Social Media Management	8.8	NET SCORE
85%	<div style="width: 85%; background-color: #555; height: 15px;"></div>		Plan to Renew	✓	<div style="width: 100%; background-color: #2e7d32; height: 15px;"></div>	100%
78%	<div style="width: 78%; background-color: #555; height: 15px;"></div>		Satisfaction of Cost Relative to Value	✓	<div style="width: 92%; background-color: #2e7d32; height: 15px;"></div>	92%
+78	<div style="width: 78%; background-color: #555; height: 15px;"></div>		Net Emotional Footprint	✓	<div style="width: 97%; background-color: #2e7d32; height: 15px;"></div>	+97
7.8	<div style="width: 78%; background-color: #555; height: 15px;"></div>		CX Score	✓	<div style="width: 93%; background-color: #2e7d32; height: 15px;"></div>	9.3
74%	<div style="width: 74%; background-color: #555; height: 15px;"></div>		Likeliness to Recommend	✓	<div style="width: 85%; background-color: #2e7d32; height: 15px;"></div>	85%
+70	<div style="width: 70%; background-color: #555; height: 15px;"></div>		Love/Hate	✓	<div style="width: 98%; background-color: #2e7d32; height: 15px;"></div>	+98
+48	<div style="width: 48%; background-color: #555; height: 15px;"></div>		Importance to Professional Success	✓	<div style="width: 85%; background-color: #2e7d32; height: 15px;"></div>	+85
<div style="display: flex; justify-content: space-between;"> 100 80 60 40 20 0 </div>	BEST SCORE			BEST SCORE	<div style="display: flex; justify-content: space-between;"> 0 20 40 60 80 100 </div>	

Vendor Capability Summary

SoftwareReviews examines 11 core vendor capabilities common across all Software Vendors. These capabilities represent table-stakes expectations for any software vendor, and are critical to driving a strong, long-term relationship between a vendor and a customer. This page provides definitions of the 11 core vendor capabilities that have been measured.

Business Value Created:

The ability to bring value to the organization. Software needs to create value for employees, customers, partners, and, ultimately, shareholders. This data expresses user satisfaction – or lack thereof – with the product’s business value.

Breadth of Features:

The ability of the software to perform a wide variety of tasks. Users prefer feature-rich software that enables them to perform diverse series of tasks. This data expresses user satisfaction with the diversity of the product’s feature set.

Quality of Features:

The ability of the software to perform at or above industry standards. Feature quality is just as important as quantity. Use this data to determine if this product will do what you are purchasing it to do, easily, intuitively, reliably, and effectively.

Product Strategy and Rate of Improvement:

Purchasing software can be a significant commitment, so it is important to know if your vendor is serious about the need for constant improvement and deliberate strategic direction. Vendors who do not stay on top of emerging needs and trends will not enable you to meet your business goals. Use the data in this section to separate innovators from imposters.

Usability And Intuitiveness:

End user learning curves cost the organization money. Pay attention to your end users’ technical ability to determine how important UX is in your purchase. This data captures how quickly your users will be able to adopt and leverage the platform.

Vendor Support:

The ability to receive timely and sufficient support. The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve. Use this data to identify which vendors will be there when you need them.

Ease of Data Integration:

The ability to seamlessly integrate the solution with your other applications. Use this data to determine whether the product will cause headaches or make data integration easy.

Ease of Administration:

Administrative interfaces shouldn’t be clunky or unintuitive. Use the data in this section to determine which vendors make administration easy so that your IT personnel can resolve issues and perform configurations efficiently and effectively.

Ease of Customization:

Out-of-the-box functionality often isn’t enough, especially for niche or industry-specific software, and the reason you’re buying rather than building is to save time and money in the first place. Don’t get bogged down in a difficult customization; use the data in this section to make sure you can easily achieve the functionality you need for your particular situation.

Availability and Quality of Training:

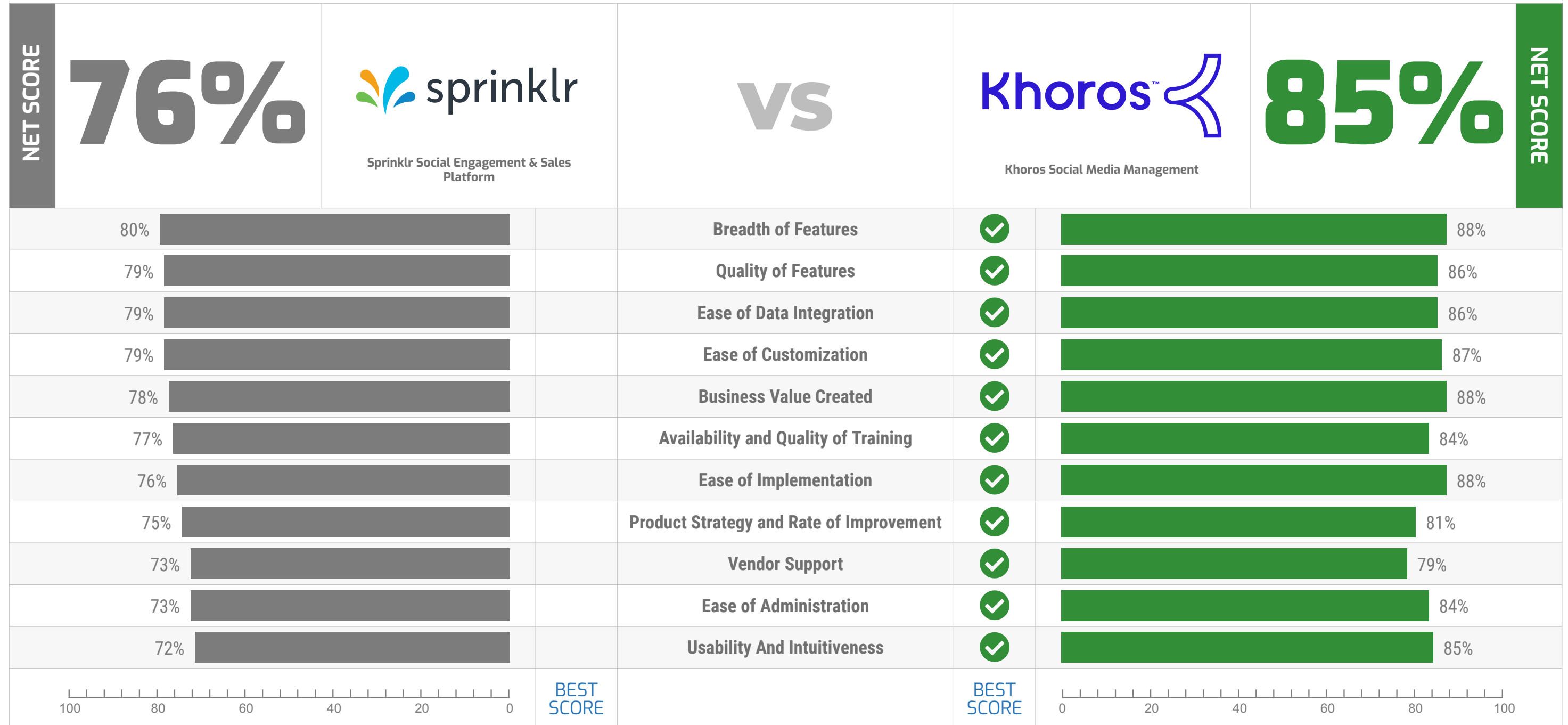
Effective and readily available training enables users to get the most out of the software you’ve chosen. Use this section to make sure your vendor’s training programs and materials measure up.

Ease of Implementation:

Choosing the right software is only the first step. Successfully implementing the new solution is necessary in order to realize its full value and promote end user adoption. Use the data in this section to determine which software is easy to implement, and which may jeopardize your goals by causing trouble in this stage.

Vendor Capability Summary

This page summarizes user satisfaction with a variety of vendor capabilities regarding their product offering(s). Look for strong and consistent performance across the board when assembling your shortlist, and follow up on areas of concern during the evaluation and negotiation processes.



Product Feature Summary

SoftwareReviews examines product features specific to the Social Media Management - Enterprise software category. Features have been chosen based on market relevancy and typical use within the category. Use this data to compare against your primary use case and identify relative strengths and weaknesses across your shortlisted vendors.

Campaign Execution:

Ability to manage social and media assets: tools for social campaign execution, reporting, and analytics.

Contextual Analysis:

Ability to use NLP, deep learning and semantic analysis to extract meaning from social posts.

Dashboards and Visualization:

Ability to visualize data and create analytics dashboards.

Sentiment Analysis:

Ability to analyze and uncover insights from attitudes and opinions expressed on social media.

Social Asset Management:

Ability to access visual asset library with access permissions and expiry dates to be used on social media.

Social Media Channel Integration Inbound:

Ability to monitor social media services, such as Facebook, Twitter, LinkedIn, YouTube, and more.

Social Media Channel Integration Outbound:

Ability to publish to social media services such as Facebook, Twitter, LinkedIn, YouTube, and more.

Social Moderation and Workflow Management:

Ability to create end-to-end routing and escalation workflows from social content.

Social Post Archival:

Ability to archive social posts and platform activity to create an audit trail.

Social Response Management:

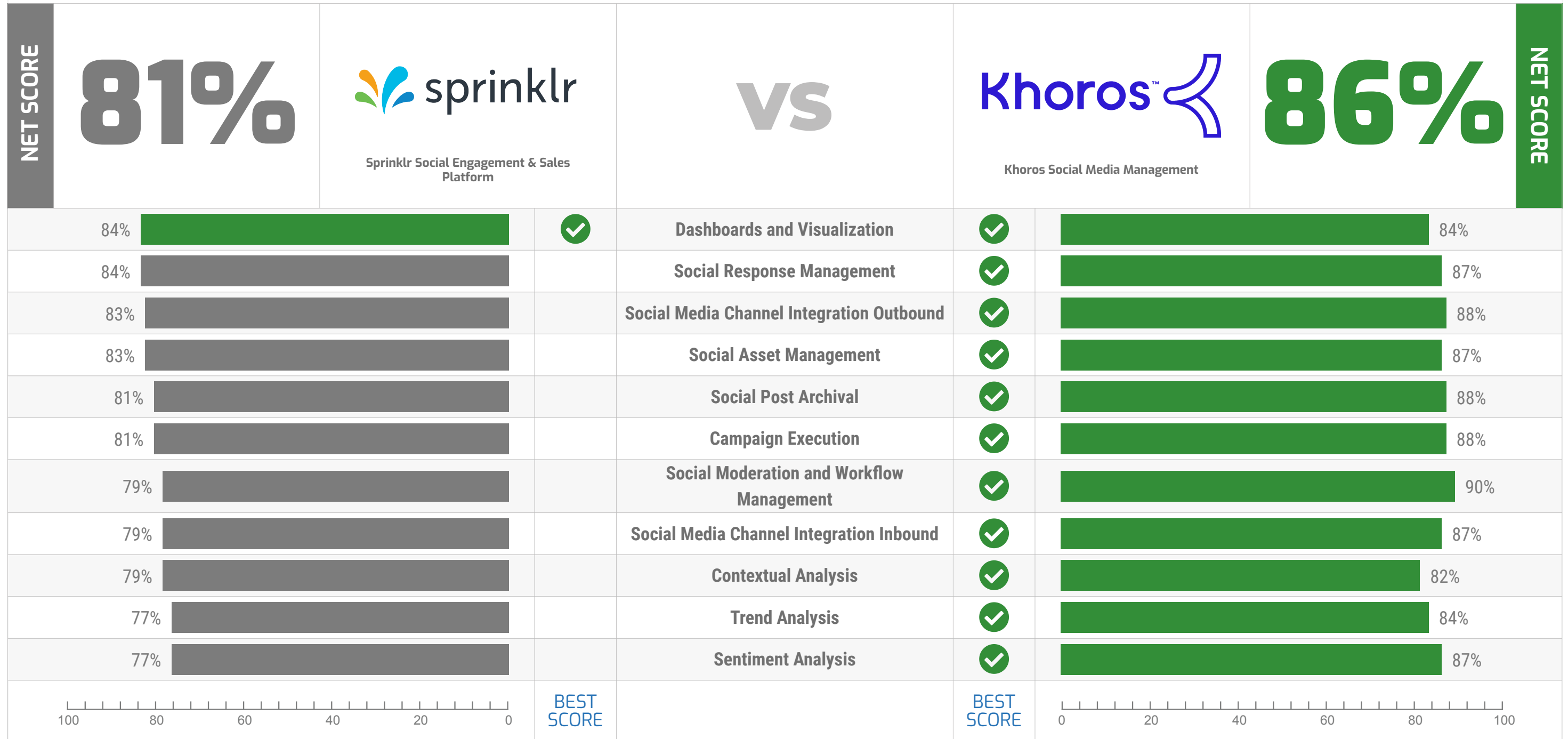
Ability to respond in-band to social media posts; ability to execute post-time optimization.

Trend Analysis:

Ability to monitor trends and traffic on multiple social media sites.

Product Feature Summary

This page summarizes user satisfaction with a variety of product features. While strong and consistent performance across the feature set is preferable, you may be willing to tolerate low scores on features that don't impact your primary use case or core objectives. Use this high-level data to help plan and structure your product evaluation.



Emotional Footprint Summary

Satisfaction with your software vendor is more than strong features at a good price. Your relationship with your vendor will have a significant impact on both your short and long-term satisfaction with the platform. We quantify this relationship in our Emotional Footprint. The information collected represents the emotional sentiment held by end users of the software based on their experience with the vendor. Responses are captured on an eight-point scale and converted to percentages.



The Emotional Footprint Assesses Five Key Areas to Better Evaluate the Vendor Relationship

1

**Strategy and
Innovation**

2

**Service
Experience**

3

**Product
Experience**

4



**Negotiation
and Contract**

5

**Conflict
Resolution**



Strategy & Innovation

Your vendor's attitude toward innovation is important; if they aren't at least keeping pace with market directions and trends, they certainly won't be enabling you to get ahead. Use the data in this section to gauge whether your vendor appreciates the need to innovate and the extent to which they'll support you to do the same.

NET SCORE	+80	 Sprinklr Social Engagement & Sales Platform	vs	 Khoros Social Media Management	+99	NET SCORE
+86	<div style="width: 86%; background-color: #666; height: 15px;"></div>		Includes Product Enhancements	<input checked="" type="checkbox"/>	<div style="width: 99%; background-color: #2e7d32; height: 15px;"></div>	+100
+86	<div style="width: 86%; background-color: #666; height: 15px;"></div>		Continually Improving	<input checked="" type="checkbox"/>	<div style="width: 98%; background-color: #2e7d32; height: 15px;"></div>	+98
+79	<div style="width: 79%; background-color: #666; height: 15px;"></div>		Helps Innovate	<input checked="" type="checkbox"/>	<div style="width: 100%; background-color: #2e7d32; height: 15px;"></div>	+100
+75	<div style="width: 75%; background-color: #666; height: 15px;"></div>		Appreciates Incumbent Status	<input checked="" type="checkbox"/>	<div style="width: 97%; background-color: #2e7d32; height: 15px;"></div>	+97
+73	<div style="width: 73%; background-color: #666; height: 15px;"></div>		Inspiring	<input checked="" type="checkbox"/>	<div style="width: 98%; background-color: #2e7d32; height: 15px;"></div>	+98
<div style="display: flex; justify-content: space-between;"> 100 80 60 40 20 0 </div>	BEST SCORE			BEST SCORE	<div style="display: flex; justify-content: space-between;"> 0 20 40 60 80 100 </div>	



Service Experience

Good service matters. The last thing you need is to be disrespected by your software vendor or to get bogged down by their ineptitude or neglect. This section displays data related to quality and effectiveness of service, so you can know whether you'll be treated well before and after you've made the purchase.

NET SCORE	+82	 Sprinklr Social Engagement & Sales Platform	vs	 Khoros Social Media Management	+96	NET SCORE
+88	<div style="width: 88%; background-color: #666; height: 15px;"></div>		Respectful	✓	+93	<div style="width: 93%; background-color: #2e7d32; height: 15px;"></div>
+85	<div style="width: 85%; background-color: #666; height: 15px;"></div>		Saves Time	✓	+95	<div style="width: 95%; background-color: #2e7d32; height: 15px;"></div>
+82	<div style="width: 82%; background-color: #666; height: 15px;"></div>		Effective	✓	+100	<div style="width: 100%; background-color: #2e7d32; height: 15px;"></div>
+78	<div style="width: 78%; background-color: #666; height: 15px;"></div>		Efficient	✓	+100	<div style="width: 100%; background-color: #2e7d32; height: 15px;"></div>
+78	<div style="width: 78%; background-color: #666; height: 15px;"></div>		Caring	✓	+91	<div style="width: 91%; background-color: #2e7d32; height: 15px;"></div>
<div style="display: flex; justify-content: space-between;"> 100 80 60 40 20 0 </div>	BEST SCORE			BEST SCORE	<div style="display: flex; justify-content: space-between;"> 0 20 40 60 80 100 </div>	





Product Experience

Software needs to reliably enable your performance and productivity. Use the data in this section to see which vendors will propel you forward and which will be deadweight you'll need to carry.

NET SCORE	+85	 Sprinklr Social Engagement & Sales Platform	vs	 Khoros Social Media Management	+99	NET SCORE
+89	<div style="width: 89%; background-color: #666; height: 15px;"></div>		Enables Productivity	<input checked="" type="checkbox"/>	<div style="width: 99%; background-color: #2e7d32; height: 15px;"></div>	+100
+87	<div style="width: 87%; background-color: #666; height: 15px;"></div>		Reliable	<input checked="" type="checkbox"/>	<div style="width: 100%; background-color: #2e7d32; height: 15px;"></div>	+100
+85	<div style="width: 85%; background-color: #666; height: 15px;"></div>		Unique Features	<input checked="" type="checkbox"/>	<div style="width: 98%; background-color: #2e7d32; height: 15px;"></div>	+98
+84	<div style="width: 84%; background-color: #666; height: 15px;"></div>		Security Protects	<input checked="" type="checkbox"/>	<div style="width: 97%; background-color: #2e7d32; height: 15px;"></div>	+97
+83	<div style="width: 83%; background-color: #666; height: 15px;"></div>		Performance Enhancing	<input checked="" type="checkbox"/>	<div style="width: 98%; background-color: #2e7d32; height: 15px;"></div>	+98
<div style="display: flex; justify-content: space-between;"> 100 80 60 40 20 0 </div>	BEST SCORE			BEST SCORE	<div style="display: flex; justify-content: space-between;"> 0 20 40 60 80 100 </div>	












Negotiation & Contract

Negotiation doesn't have to be adversarial. Both parties are always looking to get the best deal, but finding a vendor who will work with you rather than against makes it more likely you'll both be happy with the results. Use the data in this section to determine which vendors will negotiate pleasantly and in good faith.

NET SCORE	+69	 Sprinklr Social Engagement & Sales Platform	VS	 Khoros Social Media Management	+95	NET SCORE
	+83		Friendly Negotiation	✓	+94	
	+71		Client's Interest First	✓	+98	
	+70		Generosity	✓	+98	
	+67		Transparent	✓	+98	
	+56		Over Delivered	✓	+87	
		BEST SCORE		BEST SCORE		

Conflict Resolution

Disagreements are inevitable, but knowing your vendor will handle them reasonably, fairly, and amiably can give you peace of mind. Use the data in this section to understand which vendors will behave professionally when conflict arises.

NET SCORE	+80	 Sprinklr Social Engagement & Sales Platform	VS	 Khoros Social Media Management	+97	NET SCORE
	+85 		Trustworthy		 +100	
	+85 		Fair		 +93	
	+83 		Client Friendly Policies		 +98	
	+79 		Integrity		 +98	
	+70 		Altruistic		 +96	
		BEST SCORE		BEST SCORE		

About SoftwareReviews

With practical advisory services and a data-driven approach, SoftwareReviews' mission is to improve the B2B software experience for all software buyers and providers.

Our pragmatic tools and detailed customer insights help software buyers maximize success with their technology decisions. We collect the most in-depth customer review data from both business and IT professionals to shorten the time to decision and action for software purchasers and improve overall buyer satisfaction.

Combining deep buyer knowledge and experience, SoftwareReviews' go-to-market practice helps technology providers better understand customer needs and accelerates planning and execution of go-to-market and product strategy.

SoftwareReviews is a division of Info-Tech Research Group with over two decades of research-based IT advice and technology implementation.

SoftwareReviews Methodology

SoftwareReviews collects in-depth, first-party feedback from verified end users about their customer experience with their top enterprise software providers. Quantitative and qualitative feedback data is collected via SoftwareReviews' proprietary online survey platform. The survey gathers over 130 data points on each product, allowing the end user to thoroughly evaluate their experiences over their full lifecycle using the software - from their selection experience through their purchase and service experience.

Every review is meticulously checked through a robust quality assurance process to ensure it is submitted by a real person with valid credentials for using the software. End user experience and sentiment measures revealing product feature fit, perceived vendor capabilities, business value drivers, and the quality of the vendor relationship are accessible at both a high level roll up and a more detailed drill down.

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