

# KINSHIP digital Unveils Global Partnership with JeffreyM Consulting for Social Media Services

*Positions KINSHIP digital and JeffreyM Consulting as global providers of Social Media Services on the Sprinklr platform*

**NEWS RELEASE - Sydney, Australia, April 3, 2018 – Asia Pacific enterprise social media management and social data analytics company KINSHIP digital has entered into a partnership with JeffreyM Consulting, the leading on-demand marketing and social media managed services company.**

Both companies will jointly pursue and service enterprise clients requiring social media and digital hubs across North America, Europe and Asia Pacific.

Over the last 5 years, both companies have been at the forefront of helping companies engage with their customers through the many social media channels that are out there today, all while staying ahead of evolving changes.

Both companies are implementation and support partners of Sprinklr, the most complete social platform for managing customer experiences at Scale. Sprinklr helps the world's largest brands do marketing, advertising, care, sales, research, and commerce on Facebook, Twitter, LinkedIn, and 23+ other channels globally – all on one integrated platform.

The partnership will strengthen the technical capabilities and the social support services functions of both organisations, covering social customer care, marketing, executive social support, reputation monitoring and more broadly the integrated customer experience.

“We’ve always been excited by the value that we bring to our customers via Sprinklr, and we’re equally excited to be united with the team at JeffreyM in our passion for our clients, customers and people in this new global alliance”, said Mike Green, CEO of KINSHIP digital.

Deploying an integrated platform like Sprinklr across the enterprise and plugging it into legacy customer-facing systems like marketing automation, CRM, ecommerce, and digital asset repositories requires a unique combination of skills which are in short supply. The partnership brings together deep technical and business skills along with proven business operational and support skills to ensure customer success.

## ABOUT KINSHIP digital

KINSHIP digital is a leading implementer of enterprise-wide social media management solutions using Sprinklr. We believe that data is the core catalyst of digital customer ROI, and fuels the journey to a better customer experience. [www.kinshipdigital.com](http://www.kinshipdigital.com)

## ABOUT JeffreyM

JeffreyM Consulting is a group of consultants who don't just think outside of the box, we rethink the box altogether. With offices in downtown Seattle, Bellevue, Chicago, and London, we deliver marketing services backed by strong business operational processes – specialising in Social Media Hubs and Partner Marketing. Using Sprinklr, our preferred platform, we are creating experiences via social that are worthy of being talked



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about on an enterprise level. We are always close and accessible to both our consultants and our clients, and always able to cultivate the fun and fearless culture that is JeffreyM. [www.jeffreym.com](http://www.jeffreym.com)

## ABOUT Sprinklr

Sprinklr is the first unified customer experience management platform for the enterprise. We help the world's largest brands reach, engage, and listen to their customers on Facebook, Twitter, and 23+ other social channels for the purposes of marketing, advertising, research, care, and commerce. Sprinklr does all of that on one unified platform, which integrates with legacy systems and allows siloed teams to collaborate to deliver a seamless experience to every one of their customers across any channel — at scale. Headquartered in New York City with 1,400 employees in 22 offices, Sprinklr works with 1,200+ global companies 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 brands. Its partners include SAP, IBM, Microsoft, and many others across the CXM ecosystem. [www.sprinklr.com](http://www.sprinklr.com)

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