

27th May, 2025

National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex, Mumbai
Kind Attn: Manager, Listing Department
Stock Code - SONATSOFTW

BSE Limited
P.J. Towers, Dalal Street, Mumbai
Kind Attn: Manager, Listing Department
Stock Code - 532221

Dear Sirs / Madam,

Sub: Press Release

We are forwarding herewith a copy of press release dated 27th May, 2025, titled – **“Sonata Software and Qualtrics Partner to Transform Customer Experience for Global Brands”**.

This information will be hosted on the Company’s website at <https://www.sonata-software.com/>

Kindly take the same on record.

Thanking you,

Yours sincerely,
For **Sonata Software Limited**

Mangal Kulkarni
Company Secretary, Compliance Officer and Head Legal

Encl.: as above

Press Release

Sonata Software and Qualtrics Partner to Transform Customer Experience for Global Brands

Collaboration to leverage advances in AI that enhance hyper-personalized experiences across digital and physical customer touchpoints, delivering efficiencies at scale

BENGALURU, INDIA, LONDON, UK – May 27, 2025 – [Sonata Software](#) [NSE: SONATSOFTW, BSE: 532221], a leader in Modernization Engineering, today announced a partnership with Qualtrics the leader and creator of the Experience Management (XM) category, aimed at delivering a comprehensive, technology-driven customer experience management solution for global enterprises.

This collaboration combines Qualtrics' best-in-class XM for Customer Experience™ suite with Sonata Software's global systems integration services and extensive consulting, measurement and implementation capabilities powered by Sonata CX. The end-to-end offering is designed to help enterprises meet rising customer expectations, deliver hyper-personalized experiences and reimagine customer-brand relationships while enhancing operational efficiency and service quality.

By integrating deep technological capability with human-centred insight, this partnership enables organisations to effectively listen, understand and act on customer feedback across all touchpoints. Combining the Qualtrics AI-powered experience management platform that enables organizations to collect and analyse customer feedback in the moment across multiple channels with Sonata Software's proven delivery expertise and Sonata CX's field-based measurement solutions – including mystery shopping, compliance audits, and strategic CX consulting – clients can evolve their customer experience operations and foster a culture of continuous improvement at scale, by combining best in class digital and physical evaluations.

"Organizations stand to gain an [estimated](#) \$1.3 trillion by using AI to better understand and improve the experiences they deliver to customers," said **Sean Holcombe, Global Head of Strategic Sales, Partner Ecosystem and GTM Excellence at Qualtrics**. "Combining Qualtrics innovative AI-powered CX platform with Sonata CX enables organizations to build industry leading experience management programs that ensure consistency, efficiency, and loyalty at every stage of the customer journey."

"The global customer experience management market size is expected to grow significantly in the coming years, driven by a fundamental shift in customer behavior and heightened competition for delivering superior experiences across physical and digital touchpoints," said **Anthony Lange, Chief Revenue Officer at Sonata Software**. "Our collaboration with Qualtrics offers clients a powerful fusion of technology, insight, and execution, enabling them to not just listen to their customers but to truly understand and respond meaningfully across physical and digital customer touchpoints in real-time."

With a global reach of more than 80 markets, this partnership supports cross-industry clients in their quest to deliver exceptional experiences that distinguish their brands in an increasingly



competitive landscape. Both companies bring decades of experience managing complex, global programmes, by a shared commitment to innovation, scalability, and impactful outcomes.

About Sonata Software

In today's market, there is a unique duality in technology adoption. On one side, extreme focus on cost containment by clients, and on the other, deep motivation to modernize their Digital storefronts to attract more consumers and B2B customers.

Sonata Software, with \$1 Billion Revenue, is the leading Modernization company. Its unique Modernization approach through Platformation.AI helps create efficient and agile digital businesses to drive intelligent ecosystems of the future. Its suite of Modernization Engineering Services cuts across Data, Cloud, Dynamics, Automation, Cyber Security, and around newer technologies like Generative AI, Microsoft Fabric, and other modernization platforms.

The company's unique and innovative responsible-first AI offering Sonata Harmoni.AI is a comprehensive platform powered by GenAI and encompasses a variety of industry solutions, service delivery platforms, and accelerators. It is distinguished by its embedded ethics, privacy, security, and compliance, enabling clients to leverage AI in three different ways: i) driving efficiencies, ii) driving higher consumer experience/modern sales, and iii) driving innovative business models.

Headquartered in Bengaluru, India, Sonata Software has a strong global presence, including key regions North America, UK, Europe, APAC, and ANZ. It is one of the fastest growing IT Services companies and a trusted partner of Fortune 500 companies in Banking, Financial Services and Insurance (BFSI); Healthcare and Lifesciences (HLS); Telecom, Media, and Technology (TMT); and Retail, Manufacturing and Distribution (RMD) space.

Sonata Software boasts of a very strong partnership with Microsoft, AWS and many others. The company is a proud member of Microsoft AI Partner Council, holds the AWS Generative AI Competency status, and is a member of the prestigious Inner Circle for Microsoft Business Applications and Featured and Launch Partner for Microsoft Fabric.

For more information, please visit <https://www.sonata-software.com/>

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