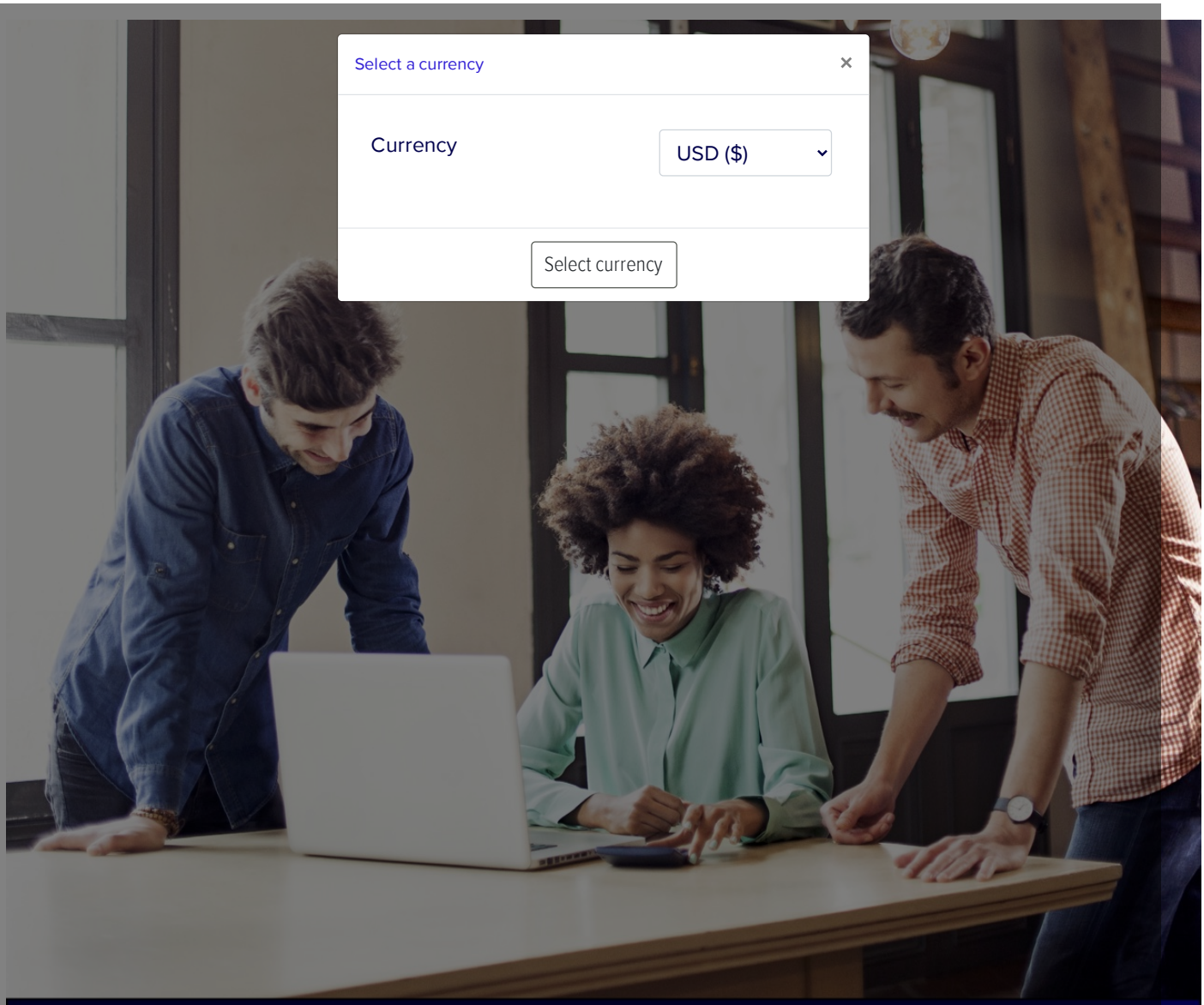


Create customers for life.

Value Summary

Khoros

Khoros

Select a currency

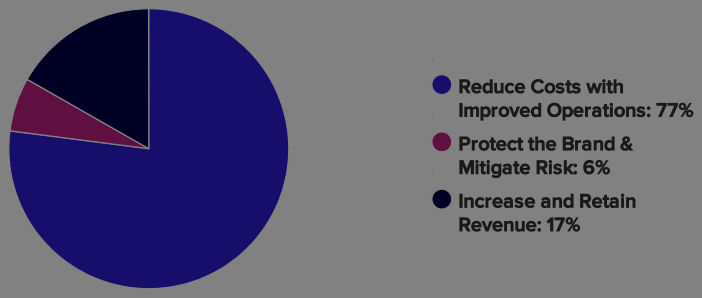
Currency USD ($)

Select currency

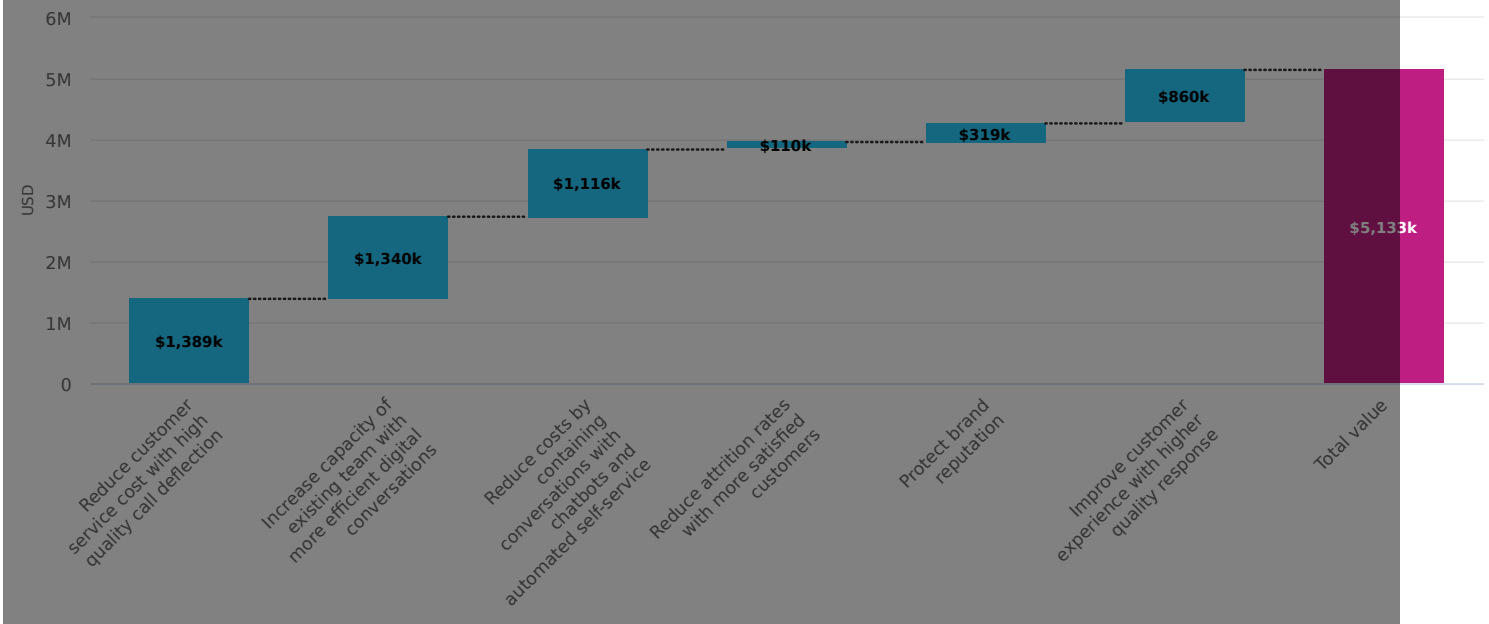
VALUE SUMMARY - KH

Overall 3-year value created: $5,133,457

How Khoros Care Can Help You



Customer Validated Business Benefits



The Return-on-Investment (ROI) and other financial calculations performed by this tool are based on data provided by Khoros customers, and various assumptions, and produce estimates only. The actual ROI realized by customers may vary from the estimates provided. Khoros offers this tool to assist customers with evaluating their customer engagement platforms; however, Khoros and Hobson & Company (the firm that created the tool) are not responsible for the accuracy of any estimates.

Khoros

BENEFIT SUMMARY - K

Select a currency

Currency USD ($)

Select currency

Reduce Costs with Improvec	
Reduce customer service cost with	$1,388,578
Increase capacity of existing digital care team by **30%**	$1,339,758
Reduce cost due to bot containment conversion by **25%**	$1,116,465
Reduce agent attrition rate by **50%**	$110,206
Protect the Brand & Mitigate Risk	
Reduce probability of a failed crisis response by **0.1%**	$318,500
Increase and Retain Revenue	
Higher quality response helps increase average spend per customer by **2.0** percentage points	$859,950
TOTAL VALUE OVER 3 YEARS	**$5,133,457**

Khoros

USER INPUTS - KHORO

Select a currency

Currency USD ($)

Select currency

Select solutions

- [x] Social Care
- [x] Messaging
- [x] BOTS

Total number of customers	1,000,000
Estimated number of full-time equivalent (FTE) digital care agents (Social Care)	17
Estimated number of full-time equivalent (FTE) digital care agents (Messaging)	14
Annual revenue	$ 1,300,000,000
Estimated number of full-time equivalent (FTE) phone/voice agents	347
Average attrition rate for traditional agents	10% 45% 90%
Efficiency ratio of messaging channels over voice	150 %

Ready for a more personalized, detailed analysis of your results?

Sign up here and a Khoros Care representative will be in touch.