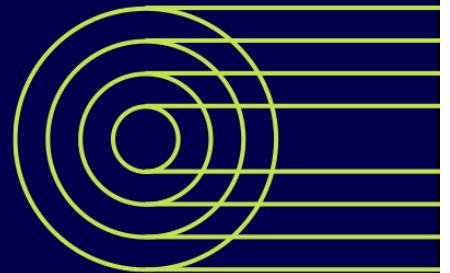




Create customers for life.

Value Summary

Khoros® 



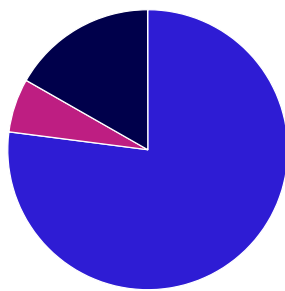


VALUE SUMMARY - KHOROS CARE

Overall 3-year value created:

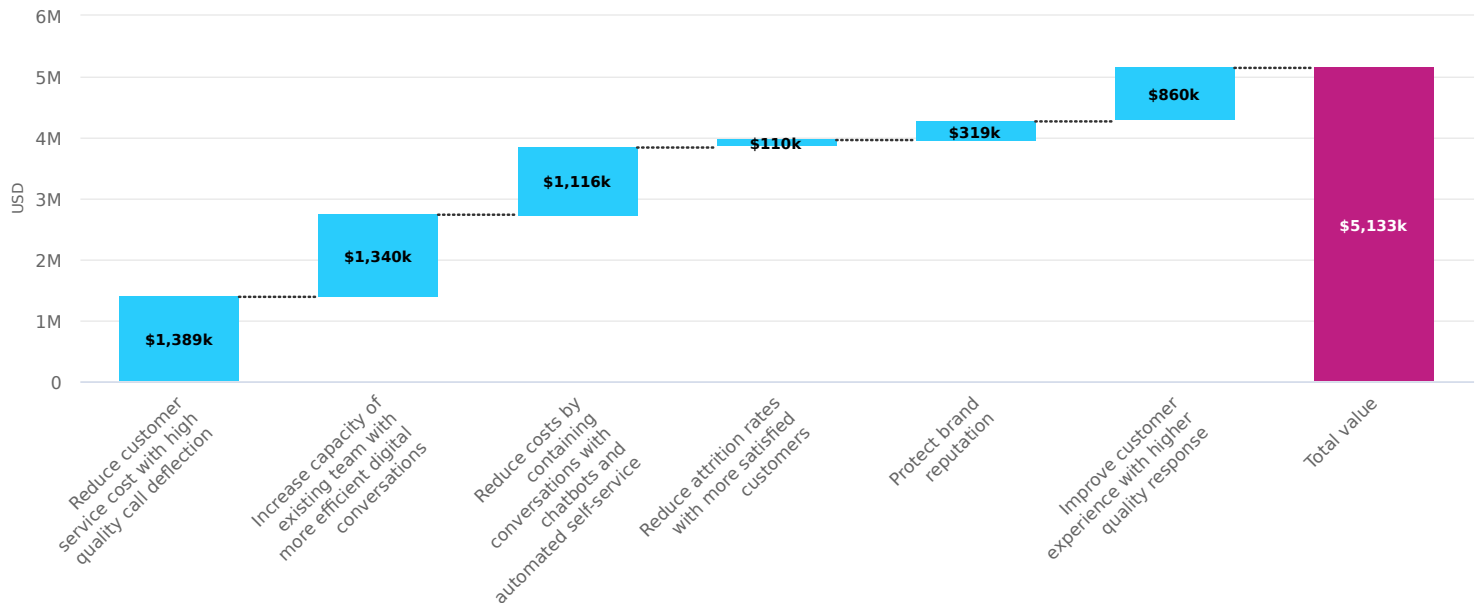
\$5,133,457

How Khoros Care Can Help You



- Reduce Costs with Improved Operations: 77%
- Protect the Brand & Mitigate Risk: 6%
- Increase and Retain Revenue: 17%

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.



BENEFIT SUMMARY - KHOROS CARE

■ Reduce Costs with Improved Operations

Reduce customer service cost with high quality call deflection by 10%	\$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
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■ Increase and Retain Revenue

Higher quality response helps increase average spend per customer by 2.0 percentage points	\$859,950
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TOTAL VALUE OVER 3 YEARS	\$5,133,457
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USER INPUTS - KHOROS CARE

Select solutions

☒ Social Care

☒ Messaging

☒ 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



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.