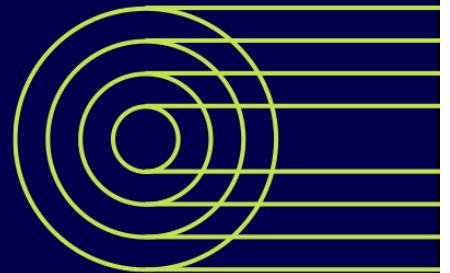




Create customers for life.

Value Summary

Khoros® 



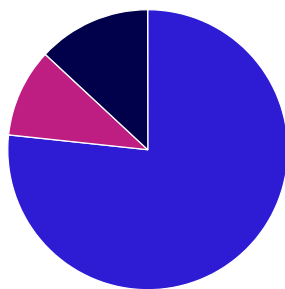


VALUE SUMMARY - KHOROS COMMUNITY

Overall 3-year value created:

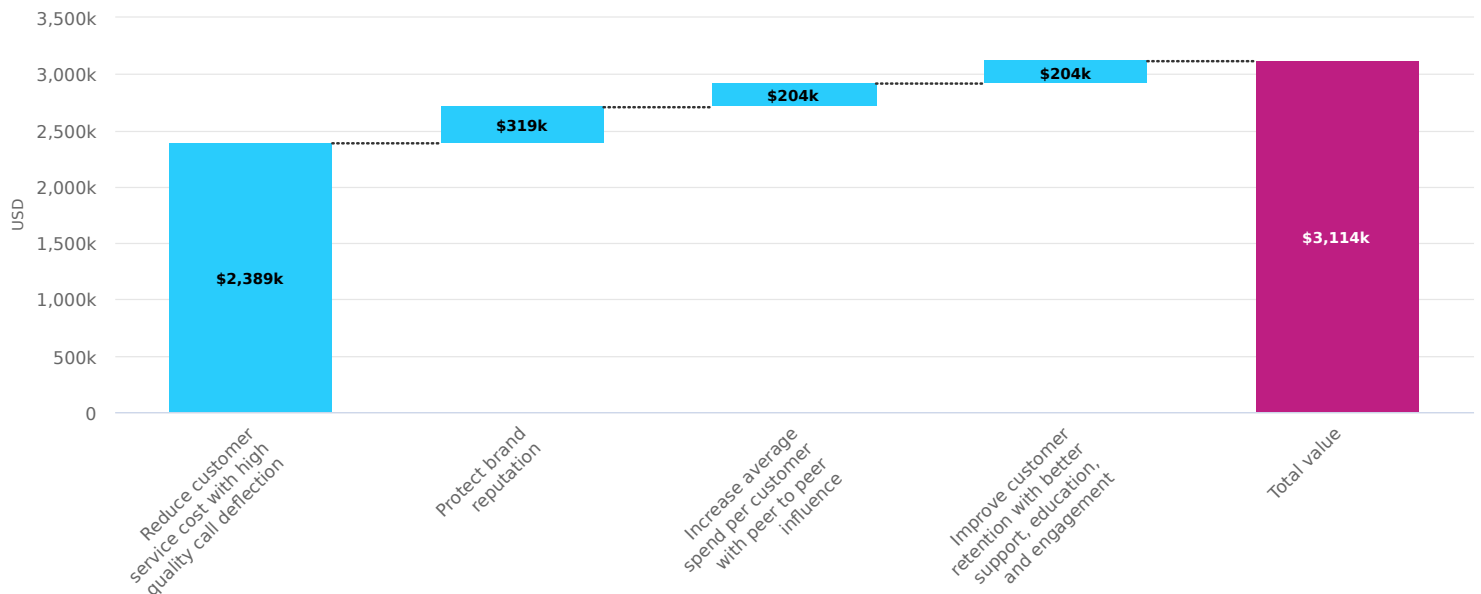
\$3,114,385

How Khoros Community Can Help You



- Reduce Costs with Improved Operations: 77%
- Protect the Brand & Mitigate Risk: 10%
- Increase and Retain Revenue: 13%

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 COMMUNITY

■ Reduce Costs with Improved Operations	
High quality call deflection helps reduce customer service calls by 10%	\$2,388,750
■ Protect the Brand & Mitigate Risk	
Reduce probability of a failed crisis response by 0.1%	\$318,500
■ Increase and Retain Revenue	
Peer to peer influence helps increase average spend per customer by 1.0%	\$203,567
Better support, education and engagement drives retention up by 1.0 percentage points	\$203,567
TOTAL VALUE OVER 3 YEARS	\$3,114,385



USER INPUTS - KHOROS COMMUNITY

Average number of website visits per year

6,456,000

Average cost per contact in traditional channels

\$ 6.50

Total number of customers

1,000,000

Average number of customer interactions per month via traditional channels

125,000

Annual revenue

\$ 1,300,000,000

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

[Sign up here](#) and a Khoros Community representative will be in touch.