Create customers for life.
Value Summary
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.
### Reduce Costs with Improved Operations
- Reduce customer service cost with high quality call deflection by **30%**
  - **$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**
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: 10%

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.