Select a currency

Currency
USD ($)  

Select currency

Create customers for life.
Value Summary

Khoros
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

- Reduce customer service cost with high quality call deflection: $1,389k
- Increase capacity of existing team with more efficient digital conversations: $1,340k
- Reduce costs by containing conversations with chatbots and automated self-service: $1,116k
- Reduce attrition rates with more satisfied customers: $110k
- Protect brand reputation: $319k
- Improve customer experience with higher quality response: $860k
- Total value: $5,133k

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 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

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
<table>
<thead>
<tr>
<th>Solution</th>
<th>Description</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Care</td>
<td>Estimated number of full-time equivalent (FTE) digital care agents (Social Care)</td>
<td>17</td>
</tr>
<tr>
<td>Messaging</td>
<td>Estimated number of full-time equivalent (FTE) digital care agents (Messaging)</td>
<td>14</td>
</tr>
<tr>
<td>BOTS</td>
<td>Estimated number of full-time equivalent (FTE) phone/voice agents</td>
<td>347</td>
</tr>
</tbody>
</table>

- **Total number of customers**: 1,000,000
- **Annual revenue**: $1,300,000,000
- **Average attrition rate for traditional agents**: 10% to 90%
- **Efficiency ratio of messaging channels over voice**: 150%