



# Create customers for life

Khoros value report



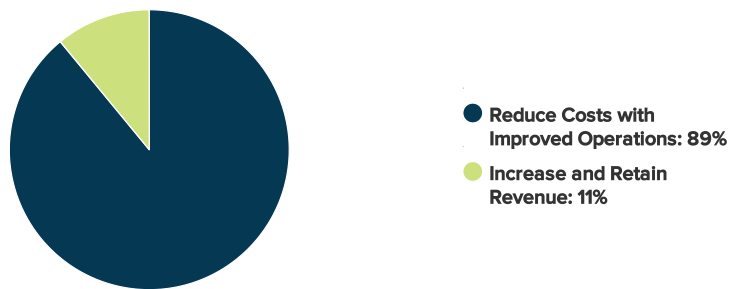


## VALUE SUMMARY - KHOROS COMMUNITIES

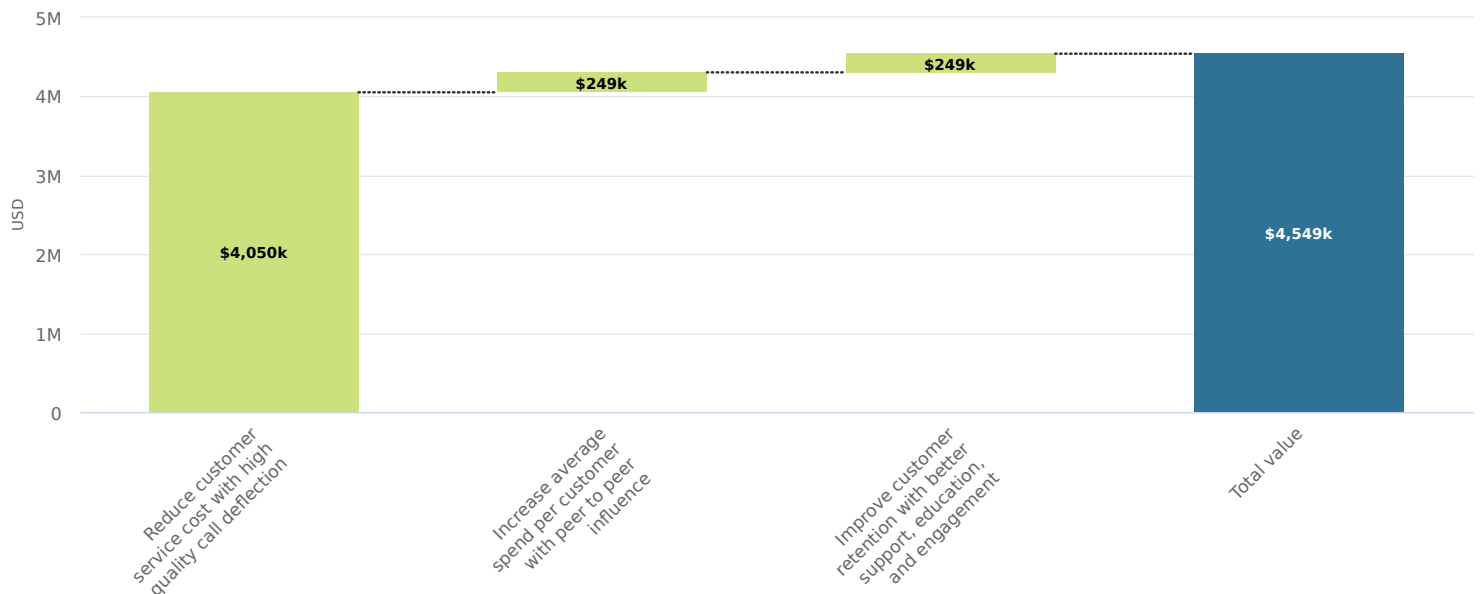
Overall 3-year value created:

**\$4,548,532**

How Khoros Communities 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.



BENEFIT SUMMARY - KHOROS COMMUNITIES

<b>■ Reduce Costs with Improved Operations</b>	
High quality contact deflection helps reduce number of contacts by <b>10%</b>	\$4,050,000
<b>■ Increase and Retain Revenue</b>	
Peer to peer influence helps increase average spend per customer by <b>1.0%</b>	\$249,266
Better support, education and engagement helps increase retention by <b>1.0</b> percentage points	\$249,266
<b>TOTAL VALUE OVER 3 YEARS</b>	<b>\$4,548,532</b>



## USER INPUTS - KHOROS COMMUNITIES

Existing Community?

No



Total number of customers

1,000,000

Annual revenue

\$ 1,300,000,000

Average number of customer contacts per month

125,000

Average number of website visits per year

6,456,000

Weighted average cost per contact across all channels

\$ 9.00

Estimated community visits per year

710,160

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

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