Overall 3-year value created: $3,114,385

How Khoros Community Can Help You

Customer Validated Business Benefits

- Reduce Costs with Improved Operations: 77% - $2,389k
- Protect the Brand & Mitigate Risk: 10% - $319k
- Increase and Retain Revenue: 13% - $204k

Total value: $3,114k

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
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%
Better support, education and engagement drives retention up by 1.0 percentage points
$203,567

TOTAL VALUE OVER 3 YEARS
$3,114,385
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.