



Create customers for life

Khoros value report

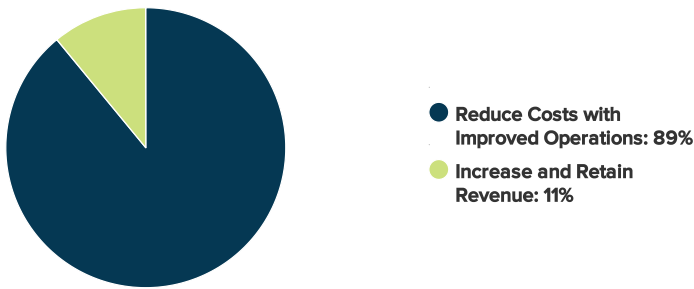


VALUE SUMMARY - KHOROS COMMUNITIES

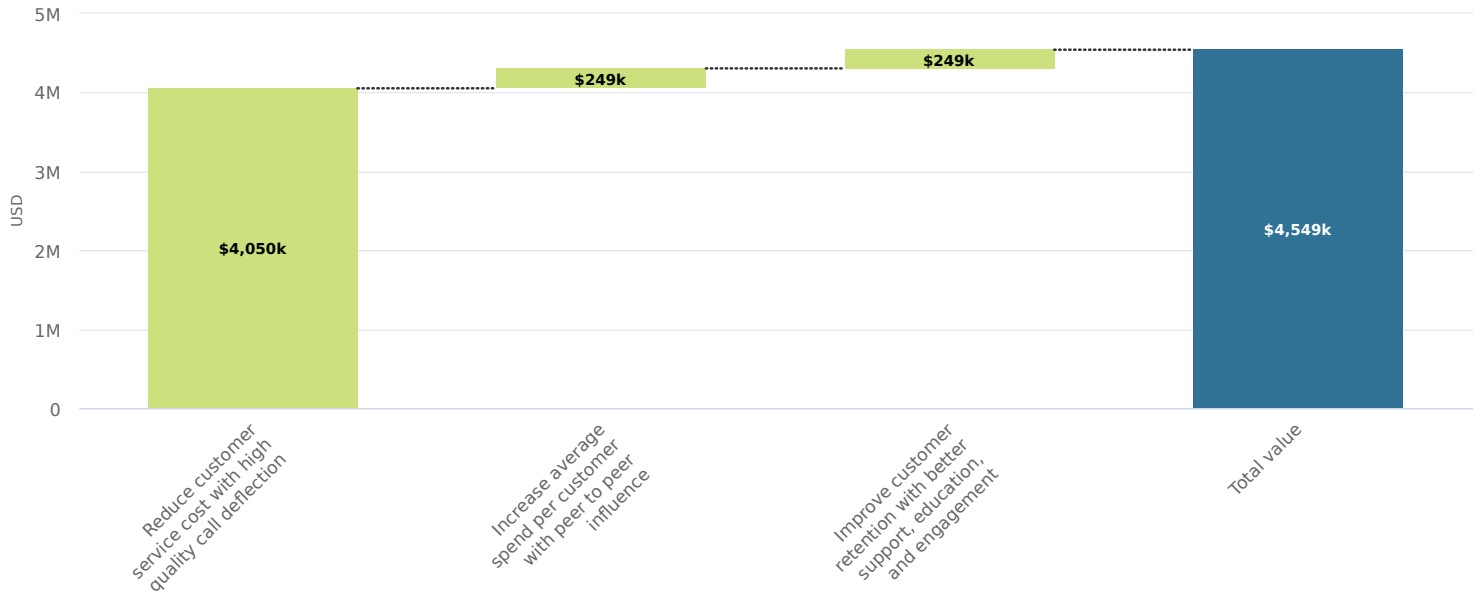
Overall 3-year value created:

\$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

■ Reduce Costs with Improved Operations

High quality contact deflection helps reduce number of contacts by **10%**

\$4,050,000

■ Increase and Retain Revenue

Peer to peer influence helps increase average spend per customer by **1.0%**

\$249,266

Better support, education and engagement helps increase retention by **1.0** percentage points

\$249,266

TOTAL VALUE OVER 3 YEARS

\$4,548,532



USER INPUTS - KHOROS COMMUNITIES

Existing Community?	<input type="text" value="No"/>
Total number of customers	<input type="text" value="1,000,000"/>
Annual revenue	<input type="text" value="\$ 1,300,000,000"/>
Average number of customer contacts per month	<input type="text" value="125,000"/>
Average number of website visits per year	<input type="text" value="6,456,000"/>
Weighted average cost per contact across all channels	<input type="text" value="\$ 9.00"/>
Estimated community visits per year	<input type="text" value="710,160"/>

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

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