



Spredfast and Lithium Merger Is Now Khoros; Enabling Customer Connections in "All Ways"

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By: [Wayne Kurtzman](#)

IDC's Quick Take

The combined companies Spredfast and Lithium today [announced](#) their new name, Khoros. Named appropriately for the Greek word for "chorus" and the root word of choreography, this signals their commitment to building on their social media, messaging, and community management competencies to allow businesses "meaningfully connect" and to stay "all-ways connected" to their customers using a single platform designed for the enterprise.

News Highlights

Announcement highlights include:

- Today, the combined companies of Spredfast and Lithium announced their new name: Khoros LLC (www.khoros.com). The coming together of Spredfast and Lithium as Khoros represents more than 15 years of market leadership in marketing, care, and communities. Khoros currently serves more than 2,000 of the world's leading brands and manages more than 500 million consumer touch points every day across social media, messaging, and owned channels.
- **The Khoros value proposition:** With all-ways connected, Khoros unlocks the power of an organization by helping companies meaningfully connect with customers in all ways across their journey, to create customers for life.
- **One platform powered by connection.** This is the unique combination of 1-to-1, 1-to-many, and many-to-many touch points in one platform, so enterprise brands can deliver the connected experience their customers deserve.
- **Insights without limits.** Analytics allow for relentless performance improvements and the bridging of silos and channels through real-world benchmarking, shared ROI, and a connected customer profile.
- **Enterprise scale and agility.** Technology that enterprises can trust brings automation through AI and machine learning to your customer experience and the flexibility to create a solution tailored for your business.
- **Dedicated innovation and expertise.** It represents more than 15 years of best practices and partnership in this ever-changing space. With powerful workflows, content management, and brand protection, Khoros is singularly focused on innovating customer engagement with the world's best brands. Most recently, the Khoros customer support team won the 2018 Stevie Award for Customer Service Team of the Year.
- "People crave connection, and companies that create authentic connections with customers will thrive — but it's harder than ever," said Pete Hess, CEO of Khoros. "This challenge doesn't just require new technology but also a new way of thinking. Since bringing together Spredfast and Lithium, we've been hard at work to deliver on our promise to make truly comprehensive engagement possible. We're honored by the amazing reception we've had since the merger was

announced, adding more than 40 brand new customers in the past three months to our incredible roster of leading brands."

IDC's Point of View

Every company that changes their name seems to incur the wrath of the world for doing so. But maybe not this time.

First, the name makes sense on many levels — a rare and important element. Khoros may have also escaped the wrath through good communications: getting customer feedback and buy-in ahead of time. Then signaling their direction to Spredfast and Lithium customers at their Spredfast Summit (see *Spredfast SmartSocial Summit: Creating Trust Through Customer Engagement*, IDC #lcUS44449218, November 2018) and Lithium CX Live (see *Lithium CX Live — Advancing Communities and Social Media Integration*, IDC lcUS44391718, October 2018) events. People don't like surprises from their vendors, and Khoros worked to minimize surprises. What also helps is that this is one of the "win/win" mergers where the whole is greater than sum of the parts.

IDC views that Khoros has successfully communicated to its employees, partners, and customers that it is doubling down on customer engagement and experience. It is leveraging its top-tier social media and messaging management platforms as well as its community platforms. It avoided the perception of favoring one brand or functions above the other, and instead focused on customer engagement. Employees that I've talked to confirm the culture of one company is already there. So many employees started referring to the brand as "NewCo" prior to the naming because the culture had already blended as one company.

Second, the name just works: We are trying to get meaning from digital conversations. CEO Peter Hess explained in a [tweet](#) why Khoros was chosen: "Khoros is the Greek word for chorus. In ancient Greece, the chorus was the group in a play who connected with the audience to help them make sense of the action on stage around them. They were the truth-tellers and advice givers. We hope to be that for you."

Their new logo is clean, simple, and recognizable, and evokes the brand name.

But even without the historical context, Khoros evokes the idea of "chorus." For a company that helps brands leverage and engage with the digital voices across platforms and helps enterprises manage and measure them, this makes perfect sense and works.

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