

Accelerated community management

Grow your community engagement with the best moderation, management, and analytics.

THE CHALLENGE

Online brand communities are incredible assets in times of uncertainty or growth. Communities are engines for matching people with needs to people with resources; questions with answers, experts with novices, and emotional needs with those who have the capacity to give.

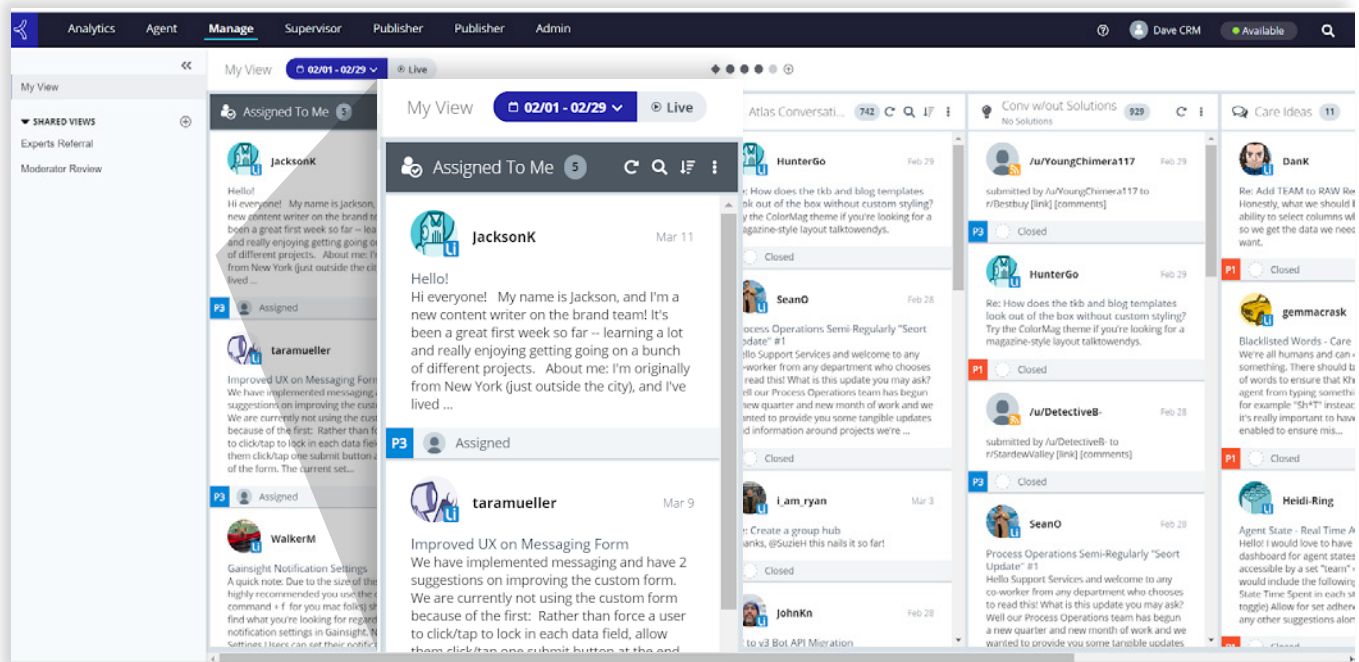
However, managing a community is equal parts art and science. Messy peer-to-peer interactions cannot be fully automated by algorithms and human managers cannot handle a large volume by themselves. Without operational tools to accelerate moderation and management tasks, a community cannot grow efficiently.

THE SOLUTION

Khoros has the best software in the industry to support community teams. We combine the best operational tools of enterprise marketing and digital care to help lean teams manage active communities without losing the human element that makes them engaging.

This includes:

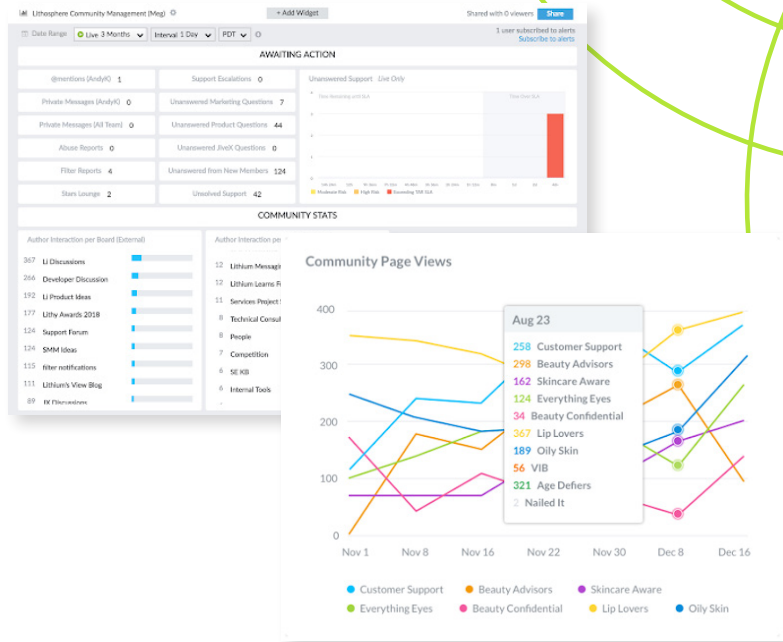
- Enhanced moderation with workflow automation to triage activity
- Rules engines and dashboards for managers to track daily operations
- Analytics to drill in and understand trends and issues
- Configurable, shareable dashboards to keep everyone informed



RESPOND FASTER WITH THE RIGHT RESOURCES

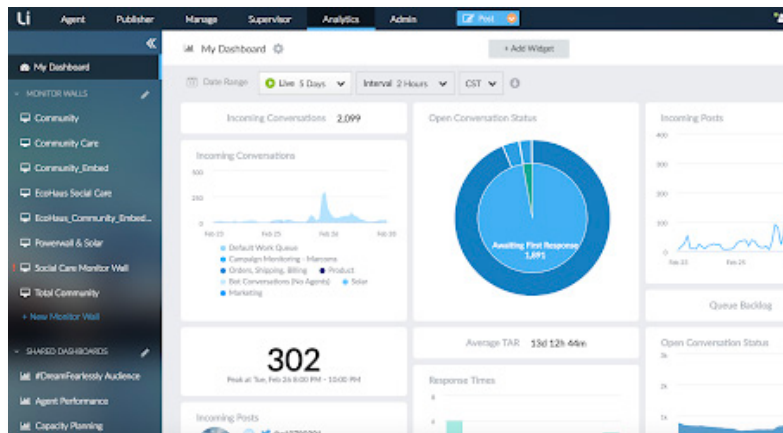
Automatically tag, prioritize, and route conversations based on keywords, priority, author, or other variables.

- **Shared inbox:** monitor and engage all digital channels in one dashboard
- **Custom agent views** for moderation and content management in a single queue
- **Advanced workflows** for routing and operational support - easily create filtered queues and track high-level response rates and trends



BETTER DATA IN REAL-TIME MEANS BETTER DECISIONS

- **Share custom dashboards** anytime. Schedule reports to gain executive buy-in.
- **Engagement analytics:** understand real-time operational performance and customer satisfaction
- **Surveys:** get instant feedback on the customer's experience
- **Managers:** set threshold alerts to immediately identify volume spikes, track SLAs, and create rules to react quickly to crises



Better operational tools mean communities can foster productive and positive levels of engagement. This then drives growth, retention, and cost savings for your brand.

SAMSUNG

grew accepted solutions 90% and resolution rate 50% YoY

AUTODESK

expanded Expert Elite Program and with a 443% increase in questions answered