

## PRODUCT OVERVIEW

# Khoros CX Insights

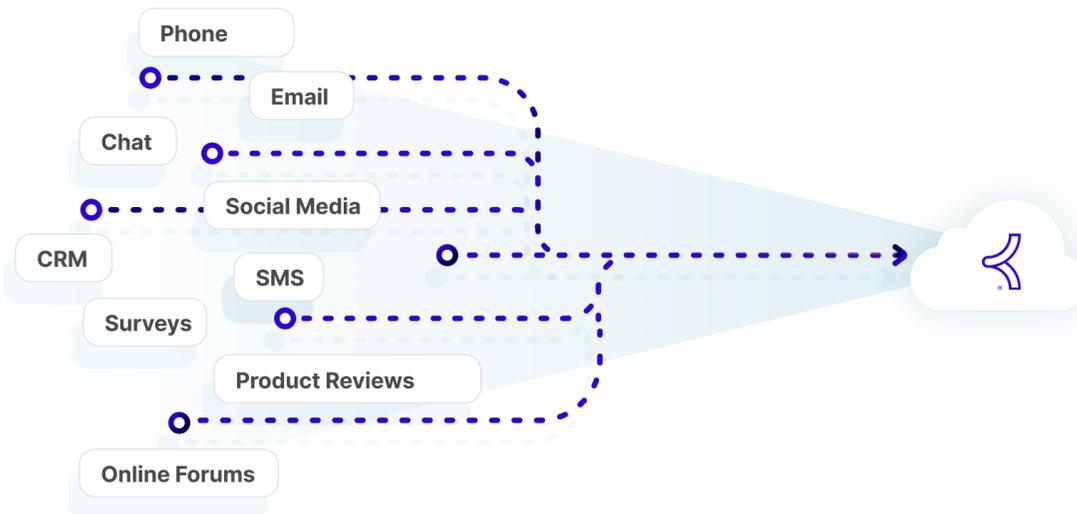
Better customer experience from effortless insights.

# Customer experience is everywhere

Customer experience is defined not by a few surveys, but by millions of interactions across dozens of channels. Competing on customer experience is the new imperative, but it is impossible to improve customer experience if you don't understand it.

Improving something as broad and critical as CX first requires a clear picture of where your brand is not meeting customer expectations. The good news is that customers are already giving you all the feedback you need in everyday interactions with your brand. The challenge is taking all of that unstructured, disparate data and turning it into clear, actionable recommendations.

- Customer interactions normalized and aggregated from every channel
- AI-driven NLP and data enhancement creates relevant cohorts
- Visual search tools for intuitive issue discovery

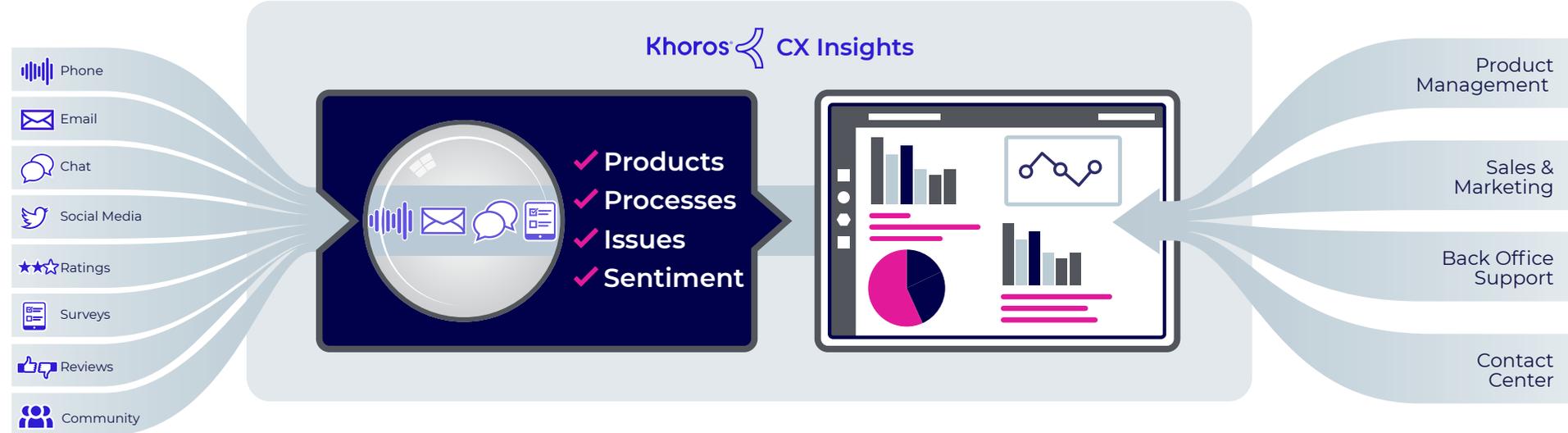


## Customer experience challenges

- Every team must work in concert
- Changes happen quickly, especially in a digital-first world
- Getting executive buy in for big changes requires ROI
- Data is scattered across teams, channels, surveys, and everyday customer interactions
- Few CX orgs have the authority and budget needed to effect change

# The solution

Khoros CX Insights starts by unifying every customer interaction, regardless of channel, format, or system. CX Insights uses AI and NLP to aggregate, interpret and organize your customer signals. Intuitive visual exploration tools then make it easy to analyze and discover true causes of customer friction across four key dimensions; channel, topic, issue, and sentiment



## Aggregate

all sources of customer contact and feedback

## Classify

each customer interaction with a taxonomy unique to your business

## Explore

enhanced data to easily understand root causes.

## Democratize

access to data and insights across the organization

## INSIGHTS AND SOLUTIONS TO CREATE CONTINUOUS IMPROVEMENT

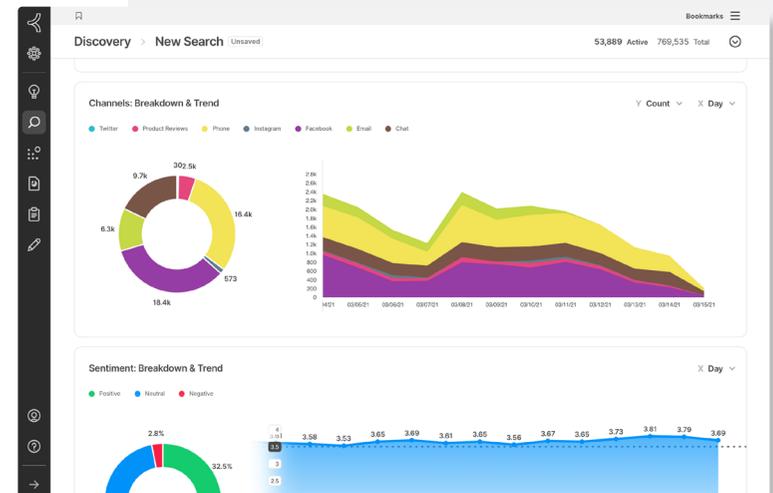
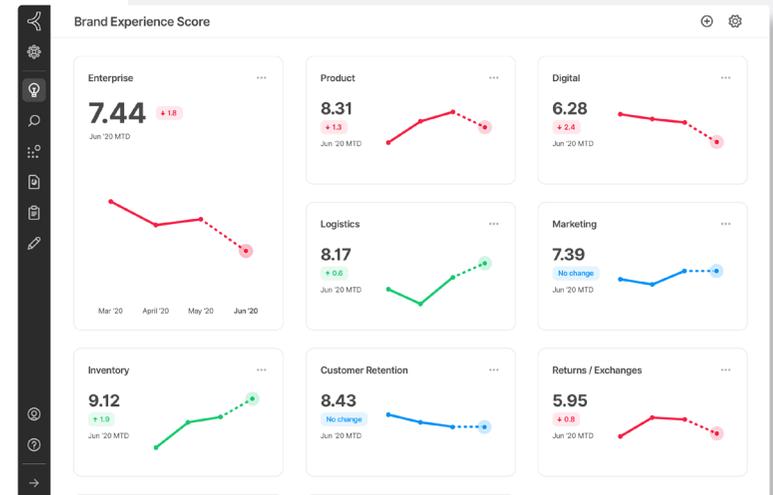
Powerful insights can swiftly transform any organization into an agile, data-driven and continuously improving brand with winning customer experience.

### BRAND EXPERIENCE SCORE™

To make improving CX simple across today's complex organizations, Khoros has created Brand Experience Score™, a fully integrated CX metric that all of your teams can use together to understand how well they are meeting customer expectations.

### GET INSIGHTS FOR ANY PART OF YOUR CX IN MINUTES, NOT DAYS

- Updates every 15 minutes
- Automatically detect changes or spikes in volume
- Classification model learns from usage to improve over time
- AI-on-the-Fly highlights keywords within searched cohorts to quickly understand root cause
- Interactive visuals for everyday users — no need for data science skills



# CX Insights Benefits

## REDUCE COSTS

- Deflect >5% of support calls
- Eliminate 3% of calls
- Reduce AHT 7.5%

## GROW REVENUE

- 4% higher customer conversion rate

## INCREASE LOYALTY

- 6% reduction in churn

Over 2,000 global brands, including one-third of the Fortune 100 companies, leverage the power of Khoros' award-winning customer engagement platform to create customers for life. Our innovative enterprise solutions ensure success across digital customer service, messaging, chat, online brand communities, and social media management. Combined with our industry-leading services, Khoros enables brands to connect with customers throughout their entire digital journey.

Khoros powers more than 500 million daily digital interactions and leverages AI to turn these interactions into insights and action. Recognized nationally and locally as one of the Best Places to Work, Khoros has 10 offices globally and Vista Equity Partners is its lead investor. For more information, visit [khoros.com](https://khoros.com).