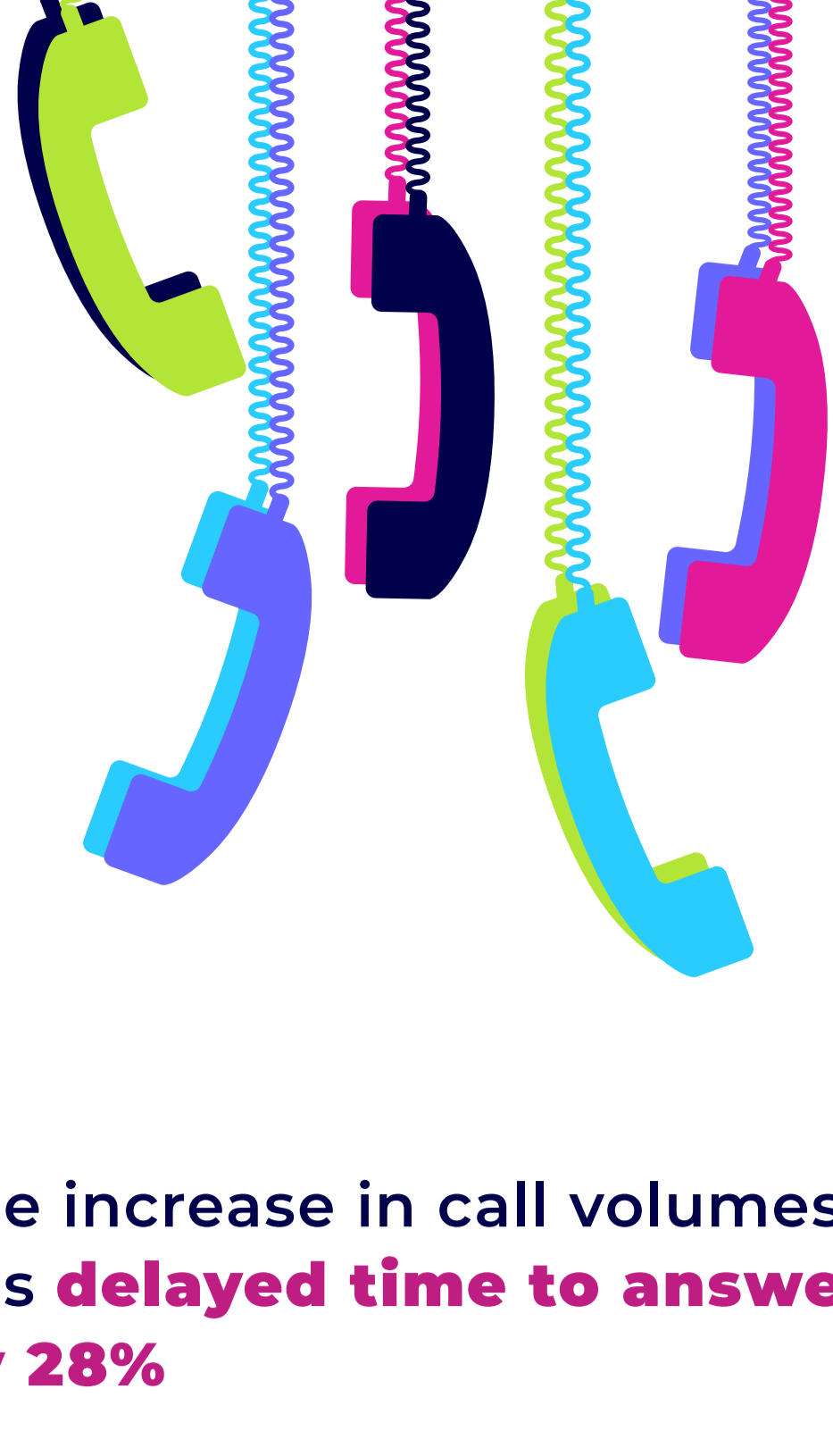
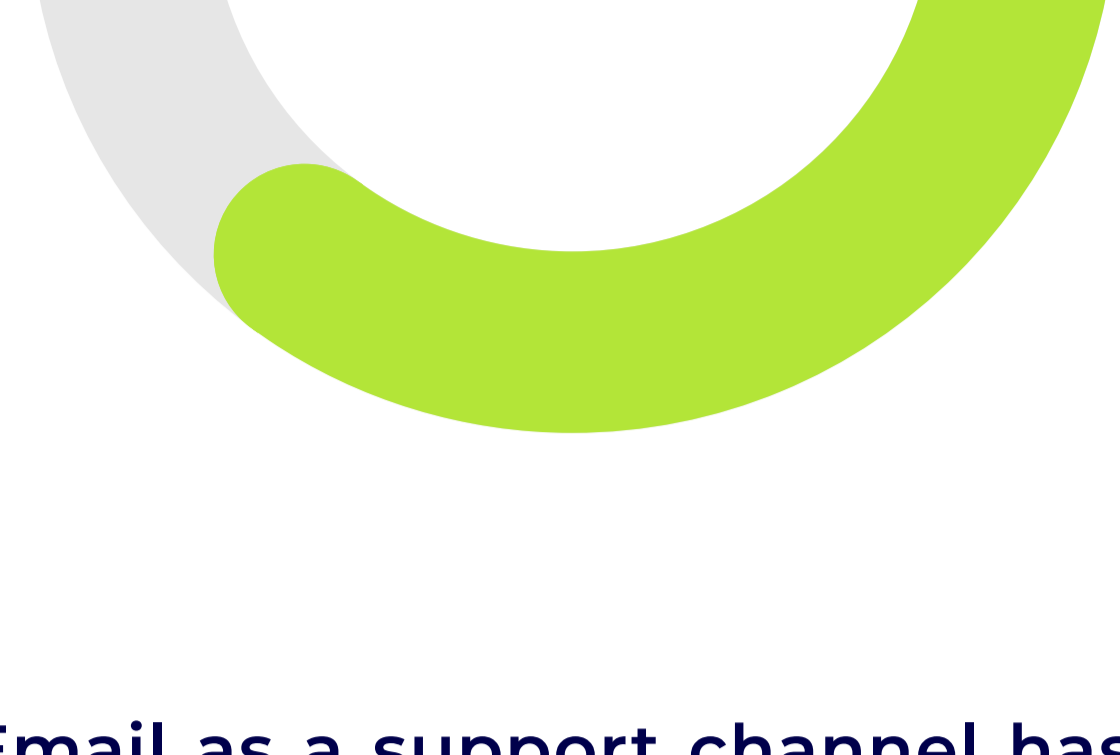


Performing Under Pressure: How online communities are scaling during crisis



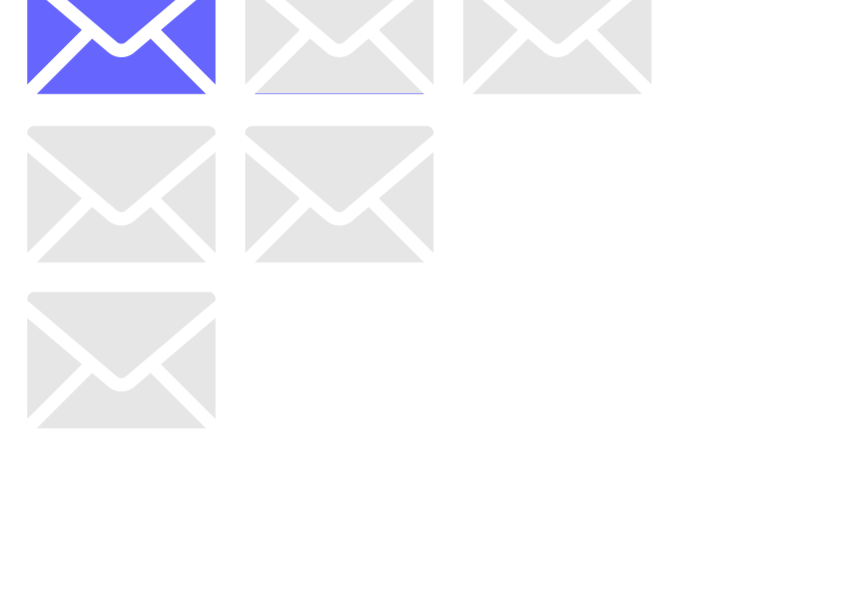
Since stay-at-home restrictions began, traditional channels like phone and email have become overloaded.

The increase in call volumes has **delayed time to answer by 28%**

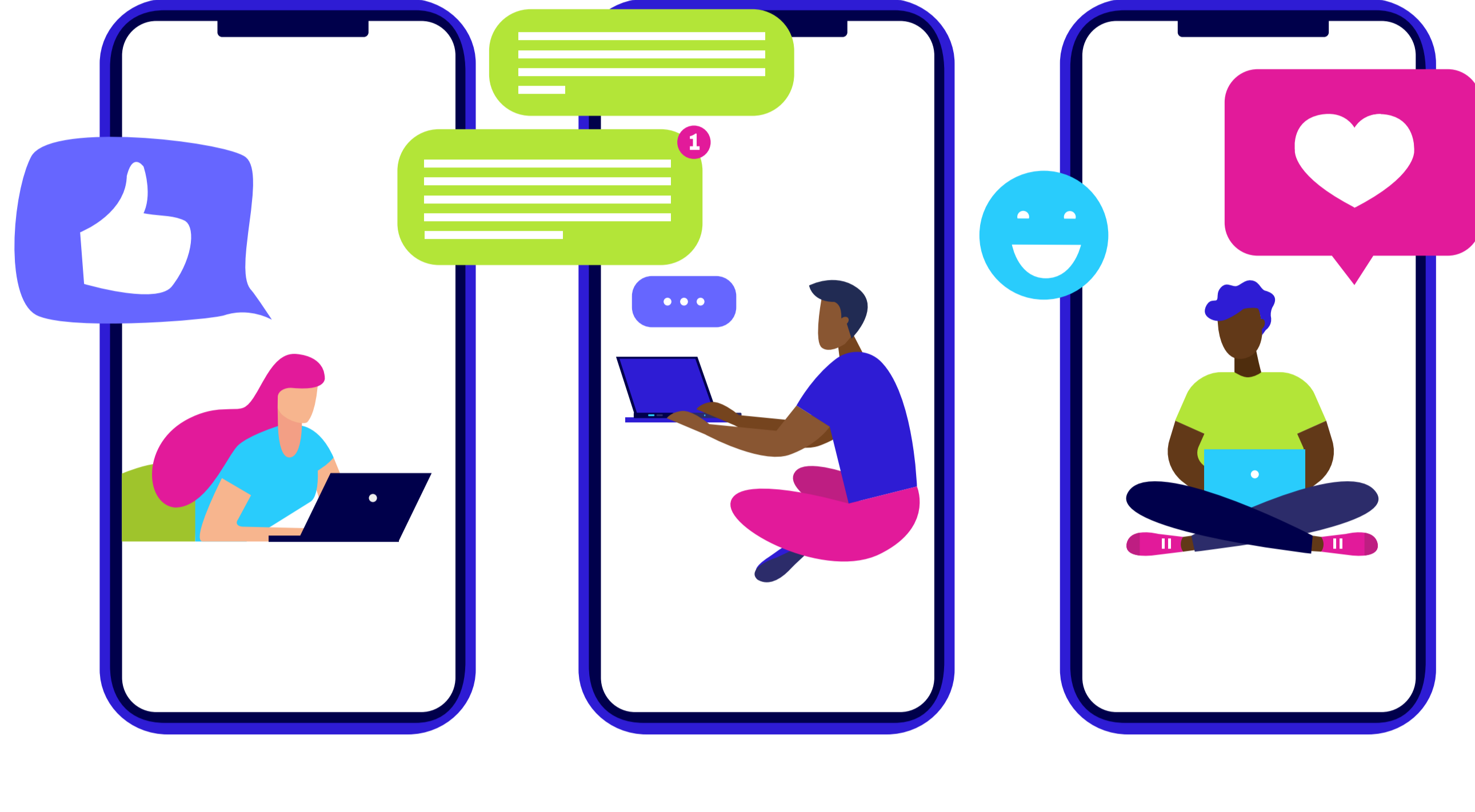


Because of higher call volumes, longer time to answer has also **increased call abandonment rates by 60%** industry-wide

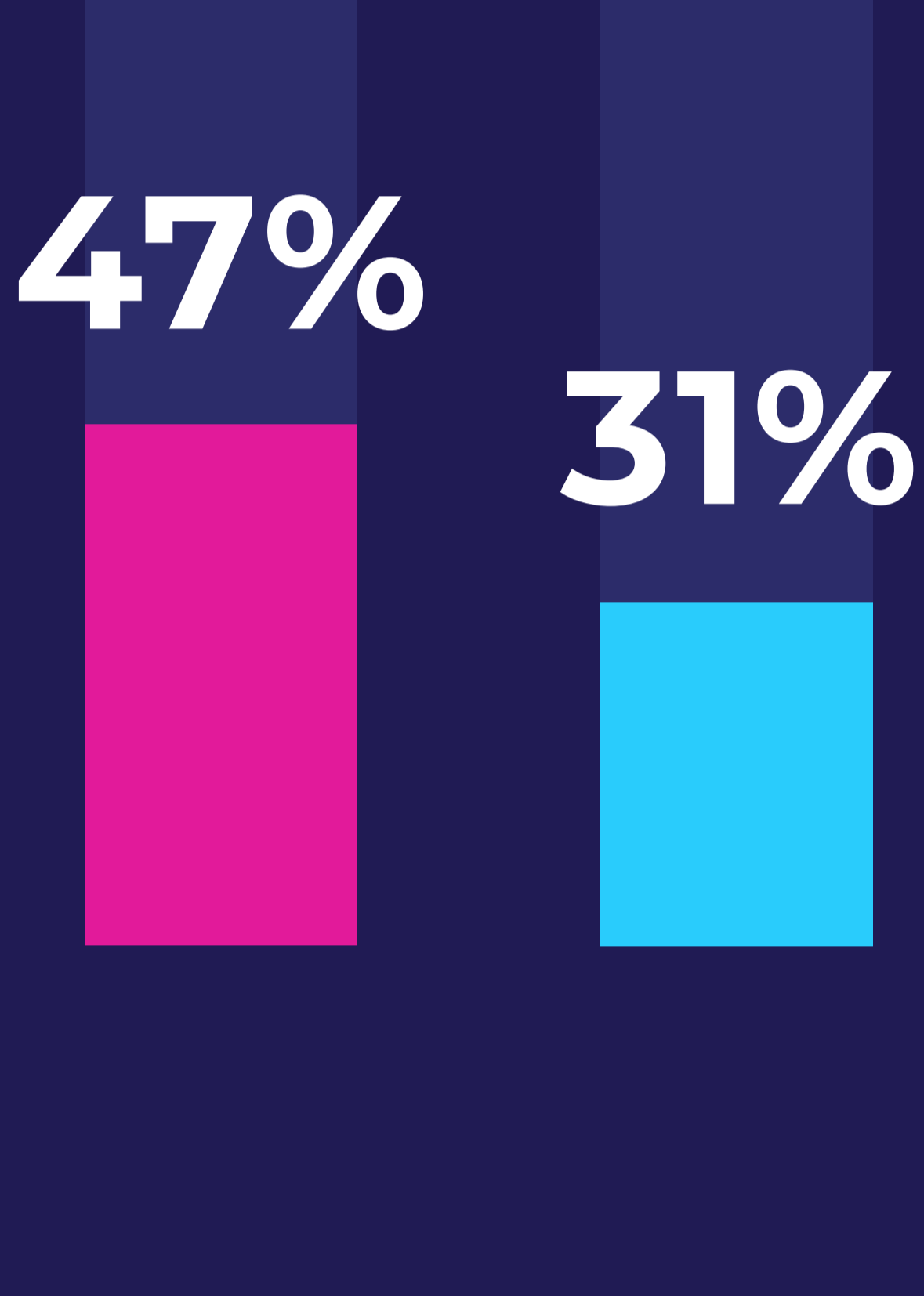
Email as a support channel has seen a **51% increase in volume**



These communication hang-ups have left consumers looking for new ways to connect with brands.



Online communities are seeing a significant spike in traffic because they provide an easily accessible place to ask questions and get answers.



Khoros Communities are seeing a **47% increase in traffic** and user registrations are up **31% within these brands' communities**

Engagements and posts are up 50% as well, indicating that people are asking more questions and seeking connection to their peers

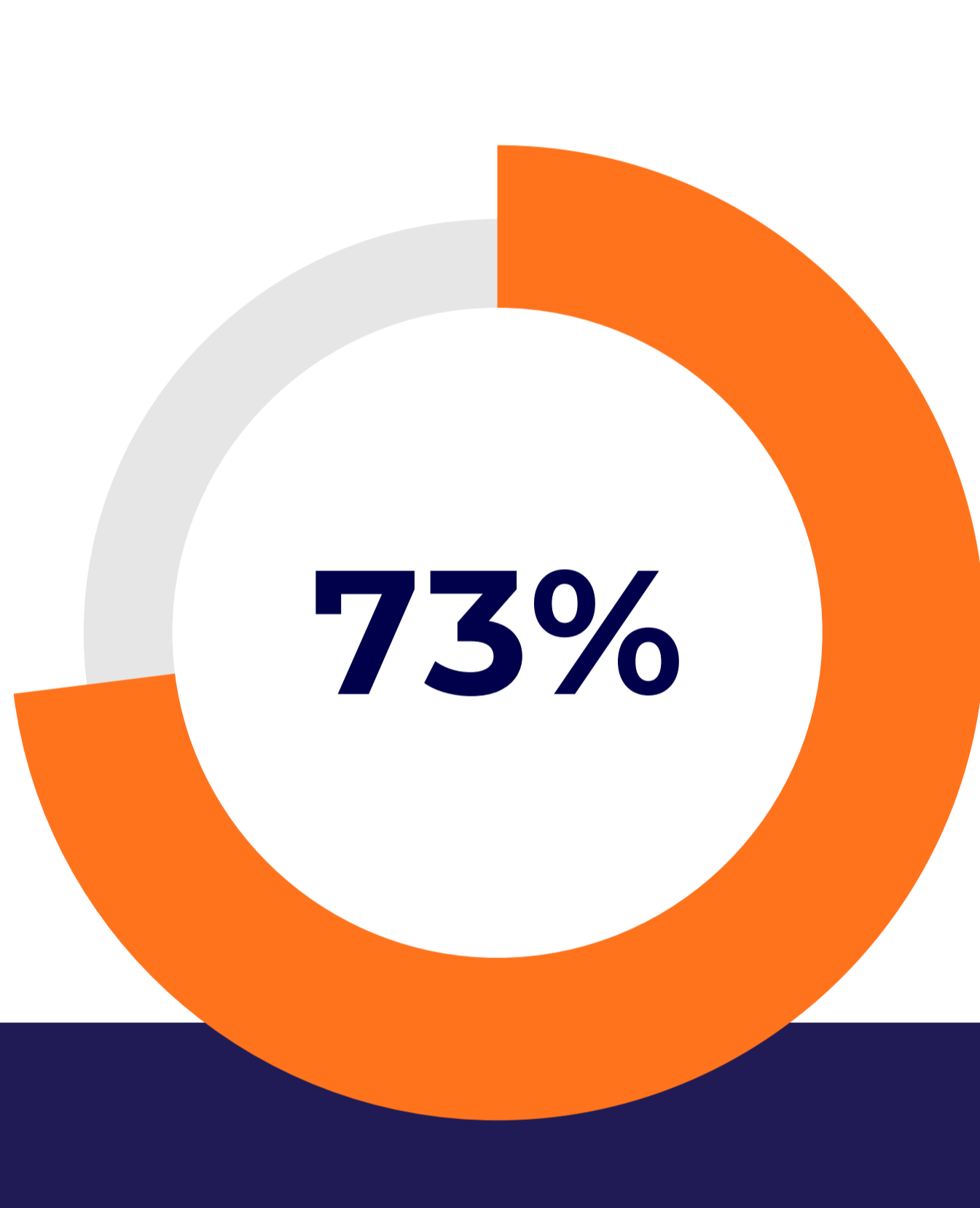


Communities are able to scale quickly and meet increased traffic needs because community members help to answer questions.

Response rate has remained steady at 73%:

Response rate is the percent of topics posted that receive a response

Those answers are then available to all future site visitors.



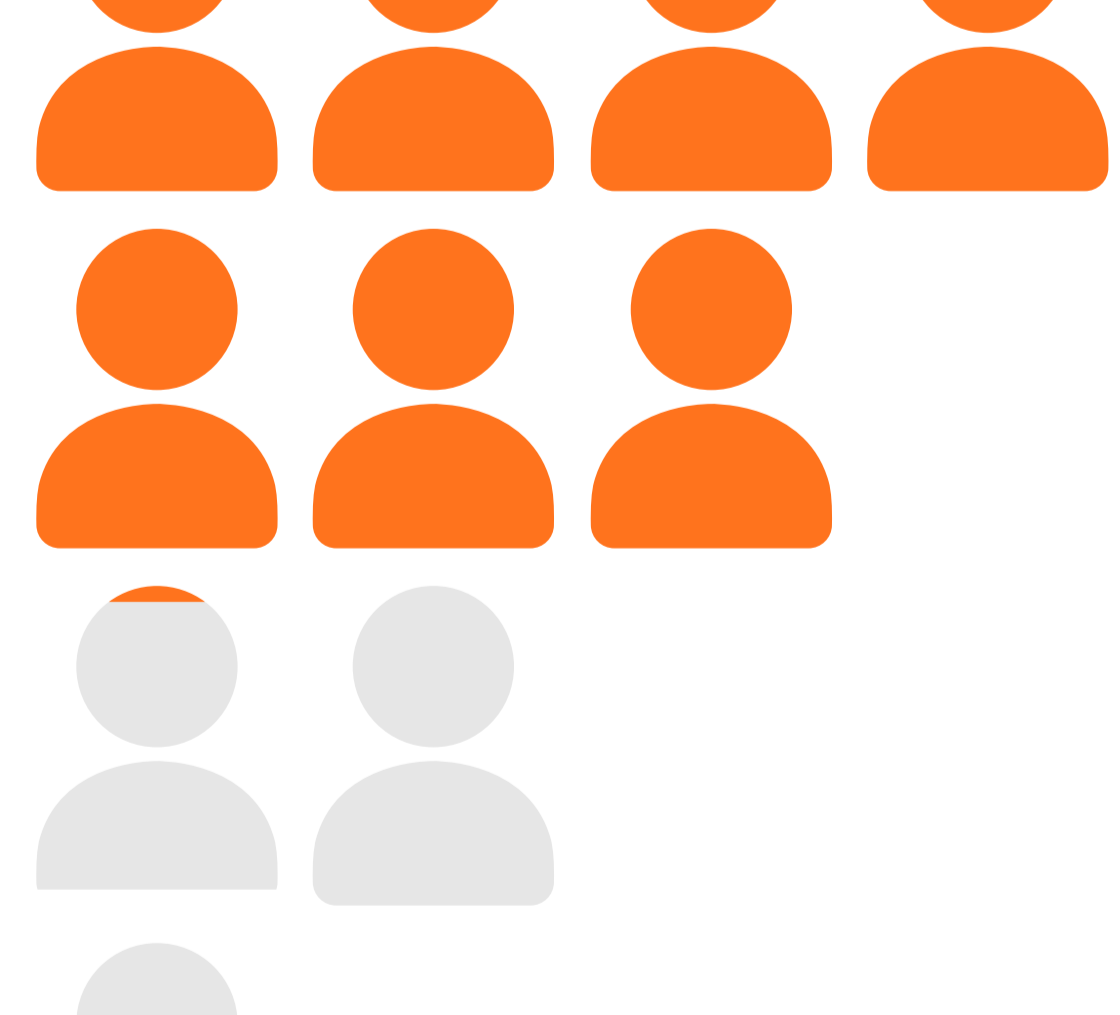
Fast, consistent replies are what customers expect, even in times of crisis.

79% of customers expect real-time response



Online communities **deflect 10% of support calls**

Consumers will continue to adopt digital channels as their "new normal," so brands are prioritizing digital technology solutions to meet those needs.



75% of people are using digital channels for the first time and plan to continue using them when things return to 'normal'



75% of companies are planning to fast track digital technology adoption during the pandemic, deeming it to be a 'more urgent' initiative



Communities not only help scale customer care and improve the customer experience, they create more sticky customers who spend more and stay loyal.

Companies report a 1% Increase in average revenue per customer per year and 1% increase in customer retention*

10 Million 1 Billion

*That represents a \$10M value for a company with 1B in revenue

What to learn more about how Khoros Communities can improve customer experience, drive engagement, and deflect support calls? Download our whitepaper, The case for an online community management solution.