

Build strong digital relationships based on human connection

Listen, reach, serve, and create community across digital channels to earn customers for life

THE SITUATION:

Brands grow revenue and differentiate themselves by building a relationship with their customers. They win when customers feel known by and connected to the brand, built on an experience, a shared identity or purpose, or a sense of belonging to a community larger than oneself.

Meanwhile, digital engagement is no longer an option — it's the only way to survive. As [McKinsey](#) found, brands must “double down on digital” in order to remain relevant — and those who do so will earn 3x higher shareholder returns.

THE SOLUTION:

Khoros provides an AI-powered platform and award-winning services that deliver on the four keys to building strong digital relationships:



Easily **listen** on social channels, for all teams to get insights on sentiment, unmet needs, challenges, and competition.



Reach customers and prospects on digital channels to drive awareness and acquisition, from social marketing campaigns to proactive messaging and search engine-optimized conversations.



Efficiently **serve** customers at key moments of truth across self-service, peer-to-peer, agent-assisted, and public conversations from a single AI-powered agent desktop.



Create community with your customers and nurture their conversations to drive loyalty, increase spend, and amplify your brand.

HOW WE ARE DIFFERENT

One platform to strengthen digital relationships

100% focused on building strong digital relationships, across the customer journey, through one platform

Superior expertise and service

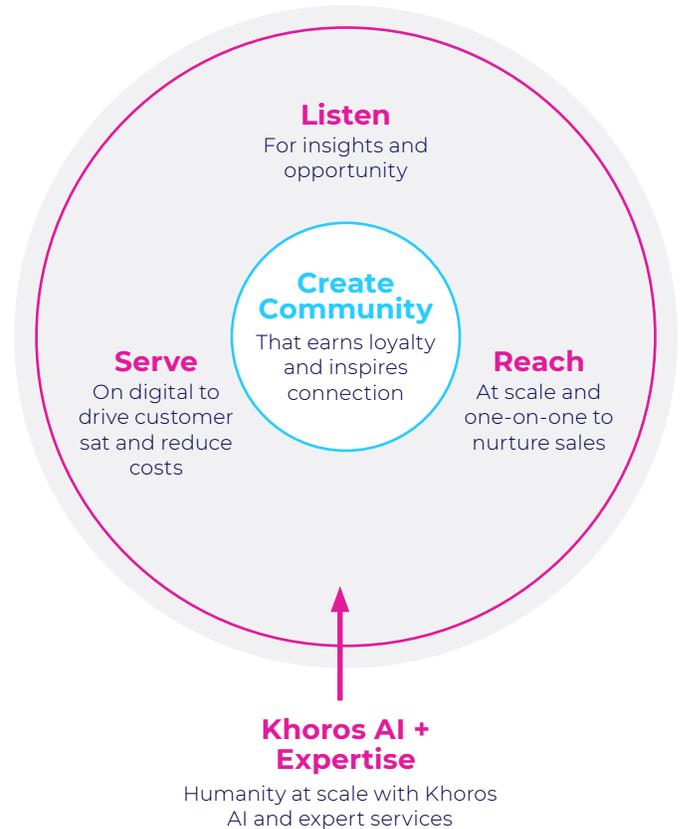
20+ years of innovation in digital customer engagement, with award winning support and services, expert strategists, and free product coaching

Unmatched usability for the enterprise

The only platform that is purpose built for enterprise needs and scale, yet easy to adopt and flexible for change without hidden costs

Trusted partner for the long term

Backed by one of the most successful private equity firms in the world, we have financial and strategic resources to highly invest in R&D and your long term success



TOP RATED BY:



\$12M+

annual customer support savings



100%

increase in engagement YoY



50%

increase in call deflection YoY

Khoros is a global leader in digital-first customer engagement software. We build enterprise software for digital customer service, online brand communities, and social media management — differentiated by award-winning services with 20+ years of experience. Over 2,000 brands, including 52 of the Interbrand 100 companies, use Khoros to power approximately 500 million daily digital interactions, and create customers for life. Khoros has over 10 industry awards from TrustRadius, Stevie Awards, G2, and more. Khoros, built from Spredfast and Lithium, has 9 offices globally and is part of Vista Equity Partners.