



All-Ways Connected

Connect with customers throughout their journey to create customers for life.

THE PROBLEM

People crave connection. They want to feel valued and cared for—to feel part of a community. Brands that create connection with customers will thrive, but meaningful connection is harder than ever to earn and keep.

Customers and brands communicate across so many channels that it's difficult to achieve true connection through any of them. Yet customers' expectations are higher than ever, and their voices can boost or damage your brand at any turn. Brands must overcome a disjointed customer experience—the outcome of fragmented teams, channels, systems, and data—to an orchestrated experience that builds lasting connection.

THE SOLUTION

Khoros helps you be all-ways connected—to connect with customers throughout their journey to create customers for life. Know your customers and meet them wherever, however, and whenever they want to connect.

Find and attract new customers—reach the right audiences, offer them a valuable experience, and give them the confidence to choose you. Start by planning and publishing social content and campaigns to drive brand affinity.

Be there at every point of need—efficiently help your customers in their channel of choice to build relationships, earn loyalty, and protect their data. Start by monitoring and responding to public social (like Facebook or Twitter) and private messaging (like WeChat or Apple Business Chat) from a single hub.

Grow and activate your community—create a space for customers to freely interact with each other, and you, in a way that inspires trust and fosters lifelong affinity. Start by hosting customer conversations on your website and crowdsourcing authentic content.

Understand, at scale—keep your business connected to the voice of your customers, and surface actionable ways to improve customer experience, business operations, and products. Start by creating the right message with insights about your audience, content, and market, while tuning agent staffing based on operational performance.

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51%
of companies
use at least 8
channels to
interact with
customers
(Aberdeen)

HOW WE ARE DIFFERENT

A **customer engagement platform** with the unique combination of 1:1, 1:many, and many:many touchpoints, so your brand can deliver the connected experience your customers deserve.

Insights without limits to relentlessly improve performance and bridge silos and channels.

Enterprise scale and agility that you can trust—under your biggest success or worst crisis—with the flexibility to create a solution tailored for your business.

Dedicated innovation and expertise with more than 15 years of best practices and partnership, Khoros is singularly focused on innovating customer engagement with the world's best brands.



52

of the Best 100
Global Brands are
Khoros customers
(Interbrand)

\$145M

case deflection
savings and \$2.2M
in SEO value
(Microsoft)

800

users onboarded
in 30 days across
9 brands
(GM)

85%

faster response
time and a 50%
increase in positive
sentiment
(United Airlines)

Khoros, formerly Spredfast + Lithium, is the leading customer engagement platform built to turn siloed knowledge into enterprise value, and customers into contributors. By connecting consumer insights across all departments, Khoros gives companies the ability to run their business with their customers, anticipating their needs and accelerating sales, loyalty, and innovation. With 2,000+ customers, including 52 of the Interbrand 100, and ten offices globally, Khoros powers approximately 500 million digital interactions every day. From social media to online communities and messaging to digital customer care, Khoros helps companies authentically connect with customers throughout their journey.