

# Keep customers for life by always being there in their moment of need

## THE PROBLEM

Customer expectations and contact volume are higher than ever, and brands need to meet them in their preferred channels to deliver quality care without spending a fortune on agents and systems. Delivering the same experience across a variety of channels is difficult, especially without an efficient, consolidated engagement platform.

- **Inbound contact volumes are volatile and growing.** Consumer demands are quickly outpacing capacity, requiring better self-service flows and automation to scale properly. When volume spikes, how do you ensure your service levels are not affected?
- **Customers expect service on their time, in their channels.** Preference for calling brands is fading away. Consumers increasingly want to use social and mobile messaging channels like Twitter, WhatsApp, or Apple Business Chat to get the help they need without waiting on hold. How do you consolidate these channels to deliver a singular experience for customers and efficient workflows for agents?
- **Digital support operations are complicated and frustrating.** Agents and managers can't waste time switching screens or platforms and alt-tabbing through windows. They need simple, intuitive workflows to manage conversations and their workforce. How do you know if your operation is staffed properly, or if agents are performing optimally?

## THE SOLUTION

Unify digital service channels in an easy-to-use platform that delivers high quality service and cost reduction through agent efficiency and automation.



## How We Help You

### AI-POWERED BOTS & AUTOMATION

Automation and machine learning that supercharges capacity and efficiency without sacrificing experience.

- Resolve top consumer inquiries with NLU-powered chatbots that detect customer intents
- Automate workflows with Suggested Answers and machine learning that improves routing and intent detection over time

### SCALABLE CUSTOMER SERVICE

Efficiently handle and resolve more customer conversations with smarter workflows and higher quality outcomes.

- Ensure the most important conversations are handled with multi-level prioritization
- Eliminate noise with our best-in-class machine learning algorithms

### MULTIPLE CHANNELS, SINGLE WORKFLOW

Give agents the ability to engage across touchpoints and move fluidly between social, messaging apps, in-app and web messaging, and community.

- Manage customer engagement across various digital channels from a single console
- Surface the right customer inquiries to the right agent the first time

### DEEP CONVERSATION INSIGHTS

Take the right action with agent-level operational metrics alongside your customer experience analytics.

- Accurately forecast team resourcing needs to meet your customer experience goals
- Identify agent and team inefficiencies with detailed agent-level operational metrics



*T-Mobile's social team responds 16,500 times per day to customers on average, and achieves a lightning fast average response time of 3 minutes 23 seconds (industry average for brands is 1 hour 24 minutes).*



*In the first week of using Khoros, results show a 25% decrease in handle time, with a 100 second reduction in Agent Handle Time (AHT) and a 148 second reduction in Conversation AHT, week-over-week.*



*In a single quarter, TELUS was able to offset over 66,000 live contacts (call, email, web chat, or store visits) and saw \$3.6M in annualized operational savings. In addition to driving costs down, TELUS saw high customer loyalty ratings across their digital channels with customers responding with a 98% customer satisfaction rate, 90% likely to recommend TELUS and 89% likely to share their experience.*