Khoros™

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

THE PROBLEM

The number of customers turning to social for help is only growing. Social customers have increasingly high expectations, and any success or failure can go viral quickly, so the stakes are high. Yet many companies do not treat social like a first-class support channel and ultimately are not invested in success.

- **Social volumes are inherently volatile.** Not only can product issues cause spikes in volume, but marketing campaigns can also trigger unplanned customer inquiries on an otherwise slow day. How do you ensure your service levels are not affected by unplanned spikes in volumes?

- **Digital customer support is difficult to operationalize.** Traditional social tools focus only on engagement metrics and response times. However, to operationalize support on any channel, you need to report on agent productivity metrics that align with those of other support channels. How do you know if agents are performing at optimal levels and forecast accordingly?

- **Proving the value of social to the business is hard.** Social metrics are often reported separately and independently from core business drivers. How do you align social data with business drivers and get the data in front of stakeholders across your business?

THE SOLUTION

Khoros Social Media Management enables your social support team to create awesome digital customer experiences while reducing costs and increasing customer loyalty.

Khoros.com

HOW WE HELP YOU

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 prioritzation

- 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

CRISIS DETECTION AND MITIGATION
Monitor social volumes, sentiment, and keywords to take action and maintain customer experience during crisis.

- Get notified as service levels fluctuate and take action

- Be the first to alert business stakeholders of customer feedback and critical situations

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.