Trust and attention are rapidly diminishing resources, and the first obstacle to solving customers’ problems is convincing them to believe you can do so. In a recent Forrester study, 74 percent of consumers said that using a brand’s online community was a valuable experience. Khoros Communities help brands connect with their customers to create and empower dynamic human networks. Khoros Communities offers a branded, interactive platform for spreading knowledge that transforms search, evaluation, purchase, and support into valuable learning experiences — for everyone.

Build the best community for your brand

Fuel growth with an authentic, trusted community where your customers can connect to find experts, ask questions, solve problems, and share new ideas.

SEPHORA

2.5x spend by community members,
10x spend by superfans
Approximately 30 members contributed 44% of the solutions in the community, and in less than one year helped us grow the community knowledge base to over 1,200 articles.”

Mark Hopkins
Program Manager of Social Support & Community, Lenovo

Khoros Communities generate real business value for more than 400 of the world’s largest brands by infusing user-generated content throughout their customer interactions. A unique combination of gamification, search engine optimization (SEO), social science and a decade of best practices drives unmatched levels of engagement and vibrancy. All this is done with the flexibility and reliability to design a digital experience that represents your brand and integrates seamlessly with your websites, mobile apps, and enterprise systems.

SAMSUNG
255% support savings YoY, drives 60% of SEO traffic

Microsoft
$2.2M in SEO value from user-generated conversations

COMCAST
3M deflections and $15M in company-wide savings
Engage with customers in branded communities

Khoros Communities Interaction Styles help you host and manage conversations to deliver a digital customer experience that increases loyalty, drives sales, reduces service costs, and accelerates innovation.

**Forums**
Create a venue where brand enthusiasts can engage with each other and your brand on discussions boards.

**Blogs**
Drive traffic through published content and social comments.

**Tribal Knowledge Base**
Crowdsources knowledge from customers and employees then turn them into verified articles.

**Q&A**
Enlist your superfans to increase sales conversion rates and reduce service costs by answering questions from peers.

**Groups**
Empower users to connect around shared interests and expand their community.

**Contests**
Tap into the power of competition and motivate customers to share inspirational brand experiences.

**Ideas**
Crowdsources innovation by enabling customers to submit ideas, vote and add comments.

**Gamification**
Deepen engagement through game dynamics like social reputation, rank, badges, and privileges.

**Content Syndication**
Amplify conversations and improve customer journeys by transforming every experience into an interaction with the community.
Fuel growth by building connections
Khoros provides the most advanced tools for designing, managing, and analyzing vibrant online communities.

**PREMIUM GAMIFICATION:**
Our gamification engine is included in every community and incentivizes contributions with public recognition that is research-based and highly customizable.

**KHOROS SOCIAL INTELLIGENCE:**
The power of one analytics platform gives you the ability to evaluate performance, engagement, top users and content across social networks, community, and support interactions. Gain deep insight to improve customer experience and drive real business value.

**CONTENT SYNDICATION:**
Build trust and solve more problems by amplifying the best community conversations across search, purchase, evaluation, and support interactions.

15+ years of experience building amazing communities
According to a study by Gartner, 40 percent of online communities are abandoned or inactive after four months because many companies struggle to define their community strategies and objectives. We've been leading the industry since its inception, having built over 500 of the top communities in the world. We have a world-class team of support professionals to help you understand and optimize best practices to produce outstanding results. We also offer comprehensive education and training to ensure that your community managers have what they need to make you successful — including unlimited free product coaching sessions!