Khoros™

Keep customers happy by never missing an opportunity to connect

## Bring secure, modern messaging to your customers

Mobile messaging apps are used by over 76% of smartphone owners, and the majority of today's customers prefer using messenger apps to contact brands over email, phone calls, or traditional online chat. With Brand Messenger, brands can activate these messaging experiences directly on their own digital properties in order to meet the growing demands of customers for valuable connections.

BE THERE WHEN YOUR WEBSITE OR APP VISITORS NEED YOU

Embed a modern messaging experience onto your website or in your brand's mobile app, where customers can effortlessly reach you any time of day and from any device. Compared to live chat, messaging delivers a more personal, persistent and efficient experience for both customers and agents.

TRANSFER MESSAGING CONVERSATIONS INTO A SECURE SPACE

Gone are the days of transferring conversations to the phone in order to exchange personal information. With the click of a unique URL, customers can be authenticated and transferred into a brand-owned messaging channel to resolve their inquiries.

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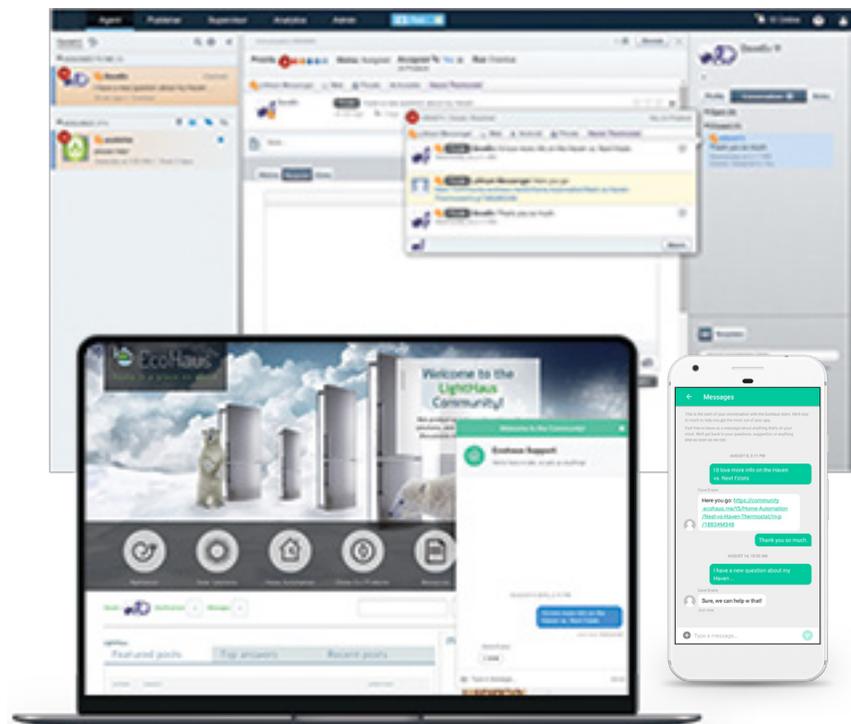
How We Help You

PERSONALIZED ONE-TO-ONE CUSTOMER EXPERIENCES

Enable authentic, real-time conversations with empowered agents and bot assistance to increase customer satisfaction.

- Reduce agent training time, especially for flex agents, with a common response interface and workflows

- Integrate with your CRM, including Salesforce, Microsoft Dynamics, and Zendesk to synchronize customer data

IMPROVED CUSTOMER SATISFACTION

Resolve customers' needs quickly, easily, and personally by being instantly accessible in their channel of choice.

- Connect across devices, so customers can start from a desktop and continue it from a mobile app

- Ensure near real-time responses by prioritizing and routing messages by source, keyword, author details, and more

REAL-TIME TO ANYTIME CONVERSATIONS

Don't let a conversation drop because a session ended or a device changed.

- Keep conversation histories persistent, so no context is ever lost

- Synch conversation histories across devices so customers can re-engage whenever is most convenient

SECURE TRANSFER

Continue conversations from public and private social feeds to secure, owned messaging for data protection and control over end-to-end customer experience.

- Quickly and securely verify the identity of consumers with a unique link and custom credential(s)

- Securely collect personal data over an encrypted session
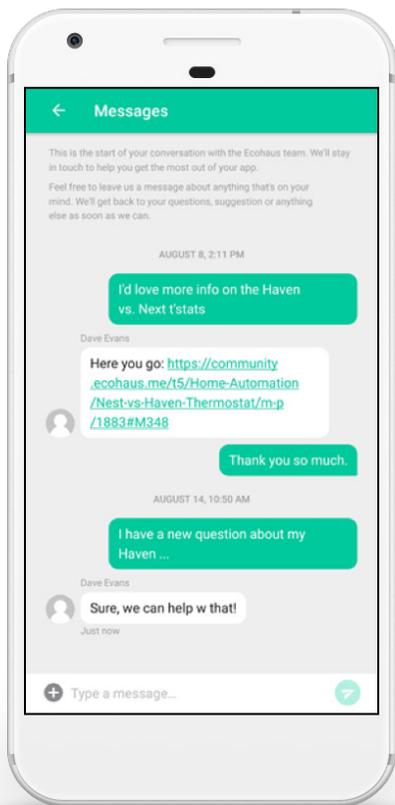
Khoros

Why Khoros?

Khoros normalizes and operationalizes 1:1 conversations across multiple digital channels, including both brand-owned and third-party owned messaging channels. With the Khoros digital engagement platform, brands can be available wherever their customers are—social, third party, web chat, mobile, and communities—to engage in real-time or asynchronously, publicly or privately.

EFFICIENT WORKFLOWS AND AGENT RESOURCING

To handle hundreds of thousands of conversations (many of which take place over a long period of time), brands must have optimized workflows at their disposal that can normalize the nuances of different channels. In order to best support these interactions, workflows should be designed with expertise in asynchronous conversations. Plus, by standardizing, it's much more productive for agents to support multiple channels, versus the challenge of training on and juggling separate tools.

UNIFIED CUSTOMER VIEW AND PERFORMANCE TRACKING

Consumers prefer to use fast and convenient channels when reaching out to brands, but when brands use separate tools to manage those interactions, conversation histories and profiles become siloed. Even more, the ability to track, assess, and benchmark channel and agent performance across tools and channels becomes extremely challenging especially when they are calculated differently by different tools.

CONSISTENT & SUPERIOR CUSTOMER EXPERIENCES

Consumers expect the ability to engage across their devices and channels, when and where they want. They rely on asynchronous experiences in their daily interactions with friends and family, so for many support requests, they are most comfor able with this ability to communicate on the go. Brands that limit communication to sessions and restrict personalization miss the opportunity to be a leader in their field and to build brand affinity.