Host a brand community to grow your business

Facebook Groups, Wikipedia, Quora, Reddit, LinkedIn, and YouTube are some of the most highly-trafficked sites on the web because they connect people with their peers and provide social validation. People invest time and effort in these sites because they value and trust communities more than many other sources today. However, a brand that relies completely on these sites is missing an opportunity to better serve their customers.

These sites offer great solutions for specific customer interactions, but the experience is disjointed across the customer journey from discovery to purchase and delight. Khoros Communities offers a branded, interactive platform that enables brands to host a customer network that transforms the customer journey by empowering an audience to become a community.

Connect people to build authenticity

Fuel growth with a trusted community where your prospects and customers can connect to find experts, ask questions, solve problems, and share new ideas — while strengthening your brand reputation.

Brand communities drive growth:

REDUCE COSTS:
- Deflect 20% of calls to your contact center
- 10-20x savings over direct support

ATTRACT CUSTOMERS:
- >70% of community traffic from search
- $30M annual sales for top-tier US retailer

EARN LOYALTY:
- 10% increase in NPS after 6 months
- 25% improved customer retention

ACCELERATE INNOVATION:
- Collaborate at scale with more customers, partners, developers, and employees

Khoros Communities supports over 400 of the world's largest brands by enhancing nearly every aspect of the business. More than 15 years of leadership in building brand communities has led to the most robust platform that can:

- Provide a wide variety of interaction styles

- Engage users with sophisticated gamification

- Extend the reach of user content through content syndication

- Provide analytics and management tools to accelerate growth at any scale

Khoros supports the flexibility to design a digital experience that represents your brand and integrates seamlessly with all of your operational and marketing technologies at enterprise scale.

"

We seamlessly integrated the Khoros platform into our web presence to match our global branding and to offer our customers the best social experience"

Nico Henderyckx
Head of Community, Sony Europe

Consors bank !
by BNP PARIBAS

+30% Prospect Conversion Rate
4.2 / 5 CSAT Rating

SAMSUNG

90% increase in YoY Accepted Solutions,
50% faster response time

Microsoft

>$1M monthly support savings,
75% user-generated content

COMCAST

3M deflections and $15M
in company-wide savings

SONY

Community
Share your experience!

TV & Home Cinema   Cameras   Audio   PC & eReading   General chat   About

All community   Search all content

Join now - be part of our community!

Sign In   Register

Khoros

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 engage with your brand and each other on discussion boards.

Blogs

Drive traffic and authentic engagement with content designed for interaction and many-to-many communication.

Tribal Knowledge Base

Rapidly scale self-service support by crowdsourcing answers and articles from a wider group of experts — with simple management tools to control quality and organize content.

Q&A

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

Groups

Connect with public social groups around shared interests and empower members to connect and engage easily.

Contests

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

Ideas

Crowdsource 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 with peer validation.

Khoros

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.

ANALYTICS AND MODERATION:
A single, easy-to-use analytics platform gives you the ability to evaluate performance, engagement, top users, and content across social networks, community, and support interactions. Integration with our moderation and customer care workflow tools help teams manage millions of user interactions with ease.

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

NATIONAL INSTRUMENTS

$7.5M in annual call deflection savings.
Learn more on Khoros.com.

AUTODESK.

$6.8M annual ROI with 53% of surveyed customers resolving their issues within the Khoros community.
Learn more on Khoros.com.

Sprint

Reduced response time to 15 minutes and positive reactions up 175%.
Learn more on Khoros.com.

Experience and services to ensure success

With over 15 years of experience, Khoros has more resources than any other vendor to ensure success for communities of any scale in any industry. We have a world-class team of support, strategy, and professional service experts to extend your team and help you produce outstanding results. Khoros also offers comprehensive education and training to ensure that your community managers have what they need to make you successful — *including unlimited free product coaching sessions!*