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Hello. We're Khoros.

Hello is so often the first step in making an authentic connection, so if it's alright by you, that's where we'd like to start.

Hi.

We're a sparkling new brand created on the backbone of the two most powerful customer engagement platforms, Spredfast and Lithium. We launched today, just a few short months after one of the customer engagement industry's most important mergers. We offer the single, best-in-class platform to engage with your customers throughout their journey.

We are Khoros. And we're thrilled to share more about who we are, how we got here, and where we're going. But honestly? We're more interested in you.

That's right - you.

Here's some proof: Our new name is the Greek word for chorus, a group whose job it was to interpret the action of plays for its audience. We're here to help you to do the same. Let us explain:

Your customers are reaching out to you across every digital channel, and they expect your brand to be there, in a moment, responding to them in a consistent way. They don't want to repeat their issues multiple times to several customer service reps. They want to be heard the first time and feel understood. Customers don't care whether they're being served an ad or an organic post. When it comes to customer engagement, your customers have one user experience across whichever digital channels they choose. That means your brand has to consistently connect with them throughout their journey in an authentic way.

It's a difficult challenge, no doubt. But it's one with unprecedented rewards: if you can avoid merely making contact with a customer, and instead truly connect with them, serving their needs, you can create a customer for life. That customer can become part of your brand's community, and as you do this over and over again, your brand increasingly acts like a community, rather than merely serving one. Advocates speak loudly—and their voices are heard by and influence potential customers, as well as your bottom line.

We want to hear from you, to know you, and to know your challenges. We want to solve them. We want to be as invaluable to you as you are to your customers. It's a noisy digital landscape — let Khoros help you connect with customers to create customers for life.

Would you like to learn more about Khoros?

Let's talk

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All-ways connected: defined

All-ways connected means more than simply being able to make contact with customers on all digital channels—it's about knowing who they are, what they want, and how you can meet them wherever and whenever they want to connect.

We can't wait to show you how

We offer one platform, powered by connection, to create a seamless digital experience for your customers.



Marketing

Find and attract new customers.



Care

Be there at every point of need.



Communities

Activate and grow your customer ecosystem.

[See our products](#)

The smartest teams and biggest brands trust Khoros

What makes Khoros different?

One platform, powered by connection

The unique combination of 1:1, 1:many, and many:many touchpoints in one platform, so your brand can deliver the connected experience your customers deserve. And it grows more valuable with every interaction.

Insights without limits

Analytics that allow you to relentlessly improve performance and bridge silos and channels—plus real-world benchmarking, shared ROI, and a connected customer profile.

Enterprise scale and agility

Technology that enterprises can trust—under your biggest success or worst crisis—and that brings automation through AI/ML to your customer experience. With the flexibility to create a solution tailored for your business.

Dedicated innovation and expertise

Over 10 years of best practices and partnership in this ever-changing space. With powerful workflows, content management, and brand protection, Khoros is singularly focused on innovating customer engagement with the world's best brands.

[Read more about Khoros](#)

Learn more about our combined solutions:



Care

Engage your customers when and where they need you with digital customer care solutions. Transform your customer service experience with power of messaging, social, and community.



Communities

Transform your website into a social destination with online community software. Harness customer passion and knowledge to attract new visitors, crowdsource support, and grow revenue.



Marketing

Reach new audiences and turn connections into business value. Manage social interactions at scale to reach the people who matter most.

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Use Khoros to meaningfully engage customers with:

Contextually relevant campaigns that foster customer affinity and accelerate sales

Authentic peer-created content that inspires trust and reduces customer service costs

Real-time conversations that nurture customer relationships and boost customer satisfaction.

See why the world's leading brands choose Khoros. We can't wait to show you how we do it.

The smartest teams and biggest brands trust Khoros