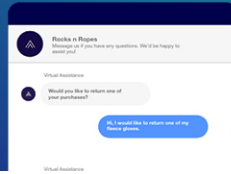
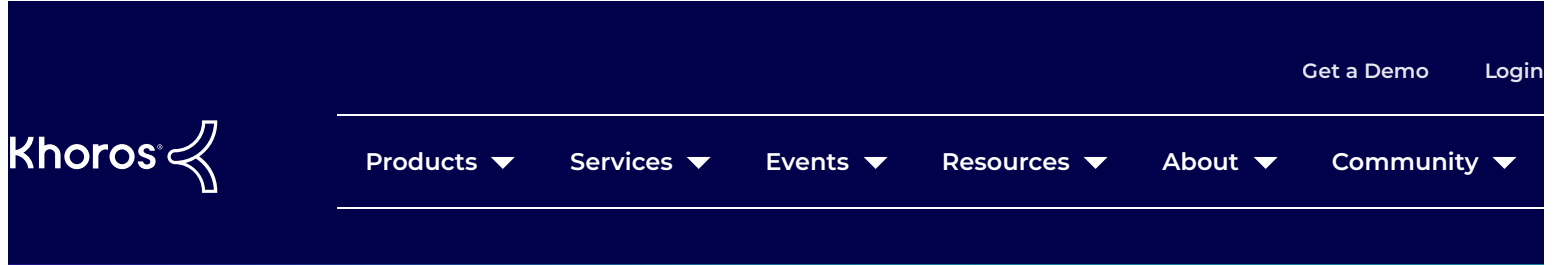


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CARE

Khoros Modern Chat launches to help during COVID-19

by [Jackson Kushner](#) | Apr 07, 2020

Today, Khoros [announces](#) its Spring Innovation Release, headlined by Khoros Modern Chat for brands to chat with customers in real-time or anytime on their website.

That's a lot of information. Let's break it down.

What is Khoros Modern Chat?

Khoros Modern Chat gives consumers what they want, when they want it — convenient answers on a brand's website, on their own time and in real-time. Modern Chat conversations are built around resolutions, not sessions; consumers get help when they need and as long as they need it. This helps brands resolve inquiries faster and more accurately to dramatically improve customer satisfaction and decrease operational costs.

How can Khoros Modern Chat help you

improve customer service?

76% of contact center leaders say live chat on their websites will become more important to their customer experience over the next 5 years, according to a [study](#) of professionals in the industry.

Why this shift? Customers increasingly expect faster chat response times and cross-channel capabilities. They expect not to be kicked out of chats when they don't immediately respond and prefer to pick up conversations where they left off rather than starting all over again with a new agent.

(To learn more about customer expectations surrounding care from large brands, check out our [modernizing your contact center ebook](#).)



In addition to these long-term challenges, brands are also faced with the global COVID-19 crisis. Call volumes are higher than ever, and support teams are working overtime just to keep up. On top of this, most agents have the added challenge of working remotely — some for the first time. As a brand, your first line of communication is your website.

Excellent customer care today requires a digital-first solution that provides not just lightning-fast response times and chatbot integration, but also conversation history, asynchronous messaging, and intelligent cross-channel integration. Many brands have been slow to make the shift from the existing legacy chat systems that they've been using for years. This leaves them with expensive contact center operations and poor customer experiences. For example, [our survey](#) of over 1,000 professionals showed that 90% of consumers want to be able to access chat conversation histories, but they can't with legacy chat.

That's a lot for customer support teams to handle efficiently.

We designed Khoros Modern Chat, a part of Khoros Care, to help brands to step up and meet all the challenges of customer service — both during the global COVID-19 crisis and during normal operations. On this platform, support teams can:

- Give customers and agents full conversation history for context and continuity

- Optimize agent efficiency by automating interactions and modernizing workflows
- Automate experiences, welcome replies, and prechat messages
- Set proactive rules to throttle chat discovery based on any of your data, like time on page, browser, location, etc.
- Accurately forecast resources based on live and historical utilization
- Understand customer experience impacts immediately via omnichannel CSAT/NPS surveys
- Have richer, interactive conversations that include attachments (video, images, links, etc.) and emojis

This ability to engage with consumers on their digital channel of choice, including web chat, won't just meet customers' lofty expectations — it will exceed them.

Why Khoros?

Khoros has been a trusted industry leader in digital care for more than a decade, with over a dozen patents and multiple awards from software reviewers, including [TrustRadius](#). Khoros Care is a modern messaging and chat platform that supports a broad range of capabilities for users and support agents alike. It supports many different channels of communication including SMS, Facebook Messenger, Apple Business Chat, and more — all in a single, streamlined platform. It also offers modern, customizable workflows and AI to prioritize the most important customer needs. With Khoros Care, brands can consolidate customer service across multiple digital channels into a single, integrated pane of glass.

Visit the [Khoros Modern Chat webpage](#) to learn more about how modern chat can help your enterprise succeed.

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Khoros software and services help you win, serve, and grow customers across social marketing, digital care, and branded communities.



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