

Lithium Customer Community Applications

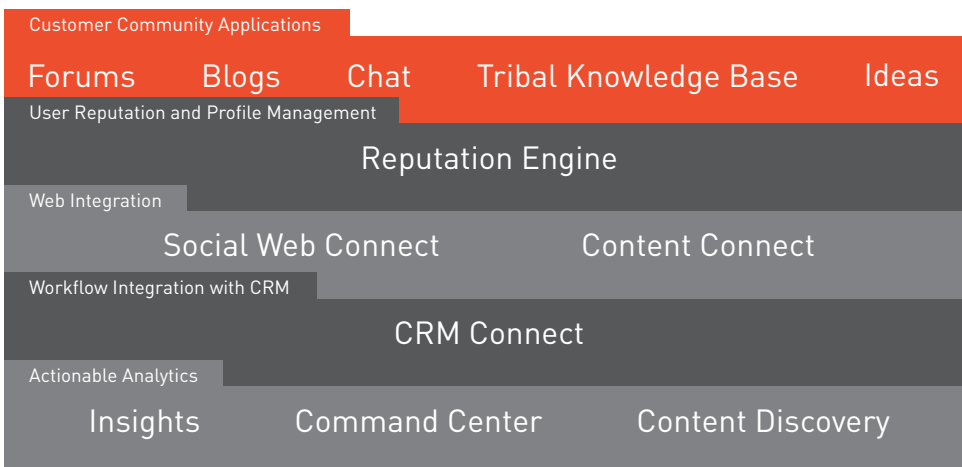
Applications that Enhance Customer Engagement



Today's consumers are socially engaged. They interact online with each other and with the companies, brands, and products they care about. They share content, tag media, subscribe to feeds, bookmark content, and generate content that enriches the community. Lithium Customer Community Applications are industry-leading social applications that foster customer-to-customer interactions. They are built on a set of shared platform services and are indistinguishable from the company's brand. These customer facing applications are the touch-points for companies as they participate in customer conversations within Social CRM.

A Complete Solution for Social CRM

The Lithium Customer Community Applications Suite enables a broad set of conversations that connect customers with each other, customers with the company, the company with its prospects, and prospects with customers and other participants on the social web. Whether the goal is to reduce support costs, to drive marketing and sales, or to accelerate innovation, these applications enhance the community experience and enable customer collaboration. The application suite is comprised of the following social applications: Forums, Blogs, Ideas, Chat, and Tribal Knowledge Base.



Forums

Forums or discussion boards are a central feature of nearly every customer community. This is where customers gather to post and answer questions, discuss products and policies, and interact with each other. Easy enough for a novice user to navigate, and customizable for veteran power users, Lithium's forums also provide the access controls that enterprises require.



Engaging with our customers in more open dialogue is a priority at Pitney Bowes from CEO on down. We know that customers are having conversations about our products and services, and an online community is a great way to bring those conversations under our own roof and give us an opportunity to participate in and learn from them.

Rudy Chang,
Vice President of the Online
Solutions Group,



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Blogs

Customers use blogs on their communities in many ways, including giving executives a direct communication channel to customers, giving product experts an easy way to make announcements and address issues, and amplifying the voices of highly engaged members whose points of view the community respects. Lithium Blogs provides enterprise-ready blogging functionality on-demand, delivering an intuitive one-to-many communication tool that complements Lithium's many-to-many community features. Lithium Blogs is fully integrated with the rest of Lithium's Customer Community Applications, providing a seamless community experience for both users and administrators.

Ideas

Lithium Ideas enables enterprises to launch and moderate online idea exchanges where customers post, discuss, and vote for the idea they like best. By providing a simple and cost-effective way for organizations to request and respond to customer feedback, Lithium Ideas delivers significant value for product managers, marketers, and customers.

- Product or brand managers can more easily and cost-effectively solicit and prioritize product enhancement ideas from customers, accelerating innovation and increasing product competitiveness.
- Marketers can host public brainstorming sessions or contests, generating customer engagement and excitement around new products or marketing campaigns and ultimately driving marketing and sales.
- Customers have a structured mechanism for documenting an idea, seeing if other customers agree or not, and tracking whether that idea gets implemented.

Chat

Lithium Chat engages customers in real-time. From small online gatherings to large events managed by teams of moderators, the text-based chat system can be used in a multitude of ways to engage your community.

Tribal Knowledge Base

Lithium's Tribal Knowledge Base allows companies to harness the accumulated knowledge in their online communities to provide superior support service. The forums in successful communities contain a wealth of crowd-sourced information that can help existing customers solve problems and prospective ones make the buy decision. A tribal knowledge base allows companies to provide easy access to the most useful content—identified, organized, and maintained by the community—at lower cost and more efficiently than a traditional knowledge base.

The Community Forums have spurred interaction among customers because people today expect to be able to find answers to their technical questions online. The feedback we've already received shows that our customers value the personalized peer-to-peer advice and feedback they receive from fellow users.

Mark Studness,
Director of e-commerce,



To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit www.lithium.com