

Lithium Solutions

Customer Communities that Drive Real ROI



Lithium Technologies delivers competitive advantage to organizations by revolutionizing the way they interact with their customers on the social web. Lithium solutions combine the power of online customer communities with the broader social web and traditional CRM business processes to inspire customers to innovate, promote, and support on the company's behalf. As a result, businesses measurably improve their bottom line through amplified word-of-mouth marketing, accelerated innovation by crowd-sourcing ideas, and increased customer satisfaction by enabling transparent peer-to-peer conversations.

Accelerating Innovation

Executives across departments know that the best companies continually reinvent themselves with better products, better services, and better processes, and that companies that can accelerate the innovation cycle have a tremendous advantage over competitors. Lithium Social CRM suite allows companies to cost-effectively gather requirements and align product or service development based on direct customer feedback, delivering highly targeted solutions to their customers.

Driving Word-of-Mouth Marketing and Sales

Sales and Marketing executives are constantly searching for ways to improve their ROI and increase their market share. No matter the objectives, from building brand awareness to developing brand loyalty, brand advocates are the most effective influencers through the marketing funnel. Lithium's Social CRM Suite identifies and cultivates these brand advocates that amplify the brand objective on the social web, achieving significant ROI through highly effective word-of-mouth marketing practices.

Reducing Support Costs

Customer service and support executives are constantly challenged to balance cost efficiency and customer satisfaction. Lithium's Social CRM suite focuses on facilitating peer-to-peer conversations within communities and across the social web, enabling customers to support each other – lowering support costs and increasing customer loyalty. Calls that would typically be handled through the higher cost phone channel are deflected to the community, proactively resolved by customer advocates, or tracked within the CRM systems for agent support - providing timely support from trusted peers.

Keys to Social CRM Success

"If you build it, they will come...and stay" does not hold true in the social world. A complete Social CRM solution depends on five technology elements that are supported by services to build, nurture, and optimize your customer network.

LINKSYS[®] by Cisco

Linksys, a division of Cisco, has reduced its call center volume by over 1.4 million calls annually as result of its thriving customer support community.

FICO

FICO, a leading provider of credit scoring, realized a 41% increase in spending by community members after the launch of myFICO forums.

iRobot[®]

iRobot, the leading maker of home robots, turned community feedback into a new line of designer product covers and a new product version made exclusively for developers.

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Key to Social CRM Success

Customer Community Applications

Establishes the company's beachhead on the social web and serves as the jumping-off point for future inroads.

Reputation Management

Helps companies identify and cultivate the advocates and influencers who will amplify the company's message and provides data for socially-driven marketing campaigns

Workflow Connection to CRM Systems

Ties the social web to the company's internal processes, allowing all parts of the enterprise to take action

Social Web Integration

Lets companies participate in the vast majority of conversations that are already occurring just out of sight

Actionable Analytics

Provides insights so that companies can be proactive when they detect trends and demonstrate ROI

Strategy and Services

Defines social media strategy and maps metrics to the business goals. Active guidance on building and nurturing customer communities and social media engagement.

The Lithium Difference

Lithium Customer Community Applications

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, on the web or from a mobile device.

Reputation Engine

Lithium's Reputation Engine monitors, weighs, and scores every customer interaction within the customer community. This enables the ranking and reward system to identify and cultivate brand advocates.

Lithium CRM Connect

CRM Connect provides for easy integration with the company's case tracking system as well as unified search across community and CRM knowledge bases.

Lithium Social Web Connect

Lithium's social web integration empowers customer advocates to amplify word-of-mouth marketing by distributing valuable community content out to broader social networks, such as Twitter and Facebook, seamlessly.

Lithium Engagement Center

The Lithium Command Center provides a single dashboard for business users to view the metrics they're most interested in, track community activity, monitor brand discussions outside of the community, and take immediate action.

Client Services

With unparalleled experience and best practices, developed from over a decade of building and managing thriving customer communities, Lithium Services provides proactive consulting and education that has helped hundreds of enterprises achieve measurable ROI, and community success.

Lithium Ranked



The Forrester Wave™:
Community Platforms, Q1
2009, January 2009

To Learn More

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