

### Enhance the Customer Experience

Where do your customers go for service, product reviews, and the latest on your offerings? In growing numbers, they turn to each other on the social web. Customers are looking for information in company-sponsored communities and other independent social media outlets such as blogs and forums. They are starting at search engines and increasingly navigating to social media communities to interact with your brand and share their voice. Community integration, part of the Lithium Social CRM suite, with RightNow brings customer activities to the established workflows for the company to take action on. The joint Lithium-RightNow solution drives tangible business value by helping you **dramatically lower your support costs, drive revenue, and accelerate innovation** based on the voice of your customers

Lithium Technologies provides solutions for Social CRM, powering the most vibrant customer communities in the world, and integrating them with social networks and traditional CRM systems to transform the customer experience. The solution unlocks the value of the social customer network to inspire customers to innovate, promote and support on the company's behalf.

### Integration that Delivers Results

**Increase customer satisfaction** by promoting important community conversations such as reported issues, solutions, and product recommendations into RightNow, and leveraging your existing business logic to route and respond from RightNow directly to the community.

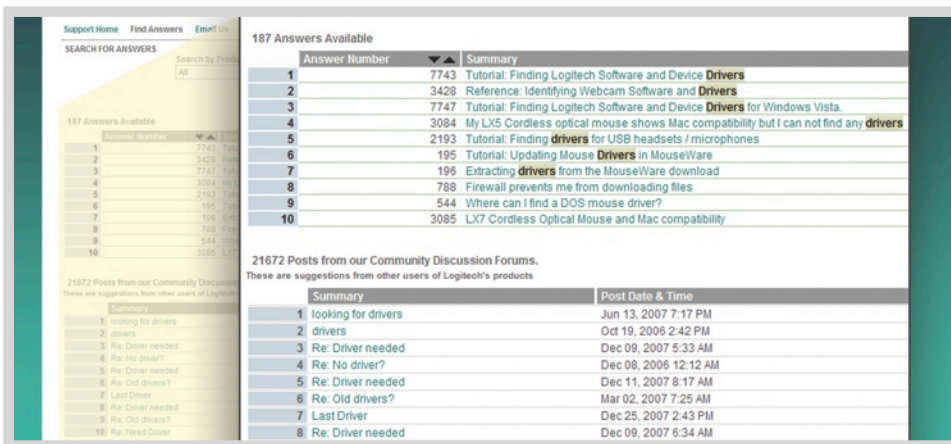
**Lower support costs** via call deflections of up to 40% by channeling relevant widget content and search results mined from both the RightNow Knowledge Base and the community content for self-service.

### Integration Features

- Closed-Loop Support
- Integrated Search
- Contextual Community Widgets
- Unified Customer Activity View
- Integrated Community Analytics
- Single Sign-On

Our forums have become an invaluable support channel for us, the tight integration of our Lithium community and RightNow CRM system makes for a much better overall experience for our customers

Jennifer Crawford, Director, Customer Service, Fair Isaac



Users are presented with unified search results on your integrated community site, where they can view previously-answered questions or post additional questions for community response, reducing reliance on your support staff.

# Lithium Technologies

Community Integration with RightNow Technologies



**Find Answers**  
We store all resolved problems in our solution database. Search by product, category, keywords, or phrases.  
Search by Keyword  
  
**Search All Answers**

**Ask a Question**  
Submit a question to our technical support team.  
**Ask a Question**

**Provide Feedback**  
Submit a suggestion, complaint, or other feedback about this site here.  
**Give Feedback**

**Recent Solutions**  
ay-pam: [GPS doesn't update trip details](#)  
ay-pam: [Re: GPS doesn't update trip details](#)  
Gadgets and Gizmos  
JimT: [GPS causing problems](#)

**Reduce the cost to generate knowledge base solutions** by promoting community-driven content into RightNow solutions.

**Escalation Options**

Create:

Reason for Escalation:

Comments:

**Escalate** **Cancel**

**Drive sales and increase brand loyalty** by having community member data and activity seamlessly integrated into your RightNow Contact records.

**User Statistics**

Date Registered:	05-09-2006 02:15 PM	Total Logins:	85
Date Last Visited:	05-09-2006 02:30 PM	Total Posts:	173
IP Address of Last Visit:		Total Page Views:	325
Average Message Rating:	☆☆☆☆☆	Total Minutes Online:	766
Average Message Rating Given:	☆☆☆☆☆	Total Messages Read:	255
Browser used for Last Visit:	Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.3) Gecko/20060426 Firefox/1.5.0.3		

**User Post History**

Message	Board	Post Time
<a href="#">Re: Application for webcam use</a>	Webcam - Software	05-09-2006 02:20 PM
<a href="#">Re: Camera IP Address</a>	Webcam - General Discussion	05-09-2006 02:16 PM

**Accelerate management decisions** with actionable insights and real-time customer conversations from your community. Management can get an immediate pulse of the most important issues on the minds of their customers and take immediate actions.

Community solutions are presented via widgets based on contextual information on the page. These widgets can be placed at the case submission screen, providing relevant answers to users and reducing case volume.

Service managers can view interesting and relevant content pushed from the community and easily integrate it into the RightNow Knowledge Base for use by other agents.

Sales can engage in highly relevant conversations based on a prospect's community activity to drive deals to close.

## To Learn More

For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit [www.lithium.com](http://www.lithium.com).

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