

Lithium Technologies Community Integration with Salesforce.com

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. Part of the Lithium Social Customer suite, Community Integration with Salesforce.com combines customer activities and established workflows for the company to take action on. The joint Lithium-Salesforce.com 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 Salesforce, and leveraging your existing business logic to route and respond from Salesforce directly to the community.

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

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

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Integration Features

- Closed-Loop Support
- Unified Customer Activity View
- Community Alerts
- Integrated Community Analytics



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Drive sales and increase brand loyalty

The screenshot shows a Salesforce CRM interface for a contact named Dana Daves. The contact details include name, title (Software Developer), department (Engineering), and email (dana.daves@lithium.com). Below the details is a 'Community User Message History' section with two tables.

| Most Recent Messages Read | | Most Recent Messages Posted | |
|--|-------|---|------------|
| Subject | Views | Subject | Post Date |
| Why don't my headphones work in space? | 8 | what headphones work under water | 05/12/2009 |
| Why don't my headphones work in space? | 12 | Headphones for the pool? | 05/12/2009 |
| Headphones for kids | 2 | I need a recommendation of some great headphones for Xbox Live gameplay | 05/11/2009 |
| Fun Headphones | 13 | | |
| Fanfare | 5 | Why don't my headphones work in space? | 04/28/2009 |
| Fanfare | 8 | Why don't my headphones work in space? | 04/28/2009 |

Accelerate management decisions

The screenshot shows the 'Dashboard Community (Support)' interface. It features several analytics charts and a list of community-generated solutions.

| Solution Title | Sum of Num Related Cases |
|--|--------------------------|
| Best phones for the money | 9 |
| Headphone amp/dac | 8 |
| Which headphones give best noise cancellation? | 7 |
| How to: Select a sound card for a home theater PC (HTPC) | 6 |

About Lithium

Your customers are everywhere. Lithium helps you find your social customers, understand their influence, and build lasting relationships. For market leaders such as Best Buy, AT&T, Research In Motion Limited (RIM), Univision, and PayPal, Lithium is the leading provider of social customer solutions that deliver real business results. The Lithium Social Customer Suite offers complete social monitoring, a comprehensive community platform, and actionable analytics across millions of blogs, forums, and social networking sites. Our technology is proven in high-volume, growth environments and provides security, open and custom APIs, and multi-language support. Founded in 2001, Lithium is privately held with headquarters in Emeryville, California. For more information, visit lithium.com. Or, engage with us on [Twitter](https://twitter.com/lithium), [Facebook](https://facebook.com/lithium), and our [community – the Lithosphere](http://community.lithium.com).

To Learn More

For additional information about Lithium's partner program, please visit lithium.com/partners.

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Community member data and activity seamlessly integrate with your Salesforce contact records. Sales can engage in highly relevant conversations based on a prospect's community activity to drive deals

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

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