



Telecom

AT&T's mission is to connect people with their world, everywhere they live and work. This leading global telecom is engaging millions of customers socially through its community, to ensure they get the answers they need, oftentimes without ever needing to pick up the phone.

Read the full AT&T story at [lithium.com/att-success](https://lithium.com/att-success)



**In one year**  
the AT&T Customer  
Care Social Media team  
**resolved**  
**21,000**  
customer issues.

**16%**  
improvement in  
call deflections  
month over month

