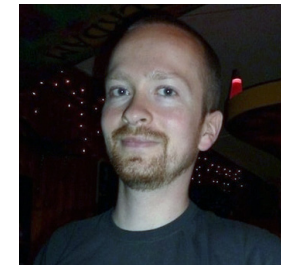




High Tech

TomTom is the world's leading provider of in-car location and navigation products and services. As their product suite continued to expand, TomTom realized traditional support alone was not going to be a scalable solution for their customers—who were increasingly turning to the web for answers. TomTom quickly managed this challenge and capped support costs by building a rich and vibrant community filled with peer-generated solutions and active brand advocates.

Read the full TomTom story at lithium.com/tomtom-success



Kenneth Refsgaard Community Manager at TomTom

We thought it would take months before we had a vibrant community with active brand advocates answering all the questions — but it all came together on day two! Using the Engagement Center ROI tally (tweaked with our own cost-per-incident), in our first two weeks, we handled 20,000 cases and delivered a value of 150,000 USD.

2 hours ago.

In **1 month**
community handled
20,000
cases

\$150k
= **in savings**