

# Lithium Active Assist

Ensuring Your Success



Creating successful, lively social web communities takes more than great technology, it takes active community management. It means doing the right things every day, every week, every month, and every quarter to build a vibrant community to achieve your business objectives. Communities that are actively managed:

- **Grow faster** and more reliably over time
- **Protect** and support your brand
- **Effectively cultivate** and retain productive users (“superusers”)
- **Deliver continuous value** to the business and to users

Building vibrant communities requires data, best practices, and action. Lithium’s Active Assist instantly adds ten years of experience, industry-recognized expertise, and deep insight from hundreds of the most challenging and demanding community deployments to your team. With Active Assist, the Lithium team becomes your trusted advisor to proactively work with you to meet your business goals. We do this by providing unmatched community support, ongoing guidance from industry experts and leaders, and comprehensive reports and analysis to assure that you don’t just survive – you thrive!

## Service that Produces Results

Lithium’s Active Assist service delivers the right help at the right time for you to be successful, through the delivery of three key components:

### Premium Support

Events in social media happen in real-time, and delayed action can often make small problems worse. That’s why as part of Active Assist, Lithium provides not only exceptional technical support, but community management expertise and experience to help you correctly evaluate the risks and take the appropriate action.

### Advanced Insights

A compass is only useful if you have a map to work with – just as the best community direction and support is only effective if you know where you are and where you’ve been. A comprehensive set of metrics and data is only the start; you need to track community trends over time, compare your progress against your peers, and then be able to discern what is important from any distractions. Identify your most influential users, measure their performance, and spot opportunities to retain them when they are at risk. Active Assist provides the right data and analysis to enable you to confidently make decisions that have a real impact and see the results.

### Superuser Cultivation

Successful online communities always have one thing in common: a small percentage of users whose level of engagement is staggeringly high. These “superusers” are typically 1% or less of all users, but they generate up to 30% or

### Active Community Management is:

- Daily: Real-Time Response
- Weekly: Track and Revise
- Quarterly: Benchmark Comparisons & Planning

### Premium Support:

- Designated Contact
- One Business Day SLA
- Community Design Customization

### Advanced Insights:

- Influencer Reporting
- Benchmarking Analysis

### Superuser Cultivation:

- Designated CSM
- Best Practices for Superuser Cultivation
- Trend and Tactical Evaluation & Planning
- Quarterly Success Checkpoints

Lithium Technologies, Inc.

lithium.com | 6121 Hollis Street, Suite 4, Emeryville, Ca 94608 | tel 510.653.6800 | fax 510.653.6801  
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40% of the content. Attracting and retaining these users is key, but few companies know what works. Active Assist includes ongoing help and advice in superuser cultivation, from developing the right environment for superusers to emerge, to a step-by-step program for engaging with these users over the first days, months, and years of your community.

## Partner for Continuing Success

Whether you are launching a new community or want to re-energize your existing program, Active Assist can provide the support and guidance you need to achieve your goals, maximize your community value, and reach your objectives.

Active Assist Features	Gold Edition	Platinum Edition
<b>Premium Support</b> Enhanced Service Level Beyond Standard Customer Success Program. <ul style="list-style-type: none"><li>• Non-Severity 1 response time of 1 Business Day (6AM-6PM PT; 9AM-6PM CET)</li><li>• Access to telephone support number</li><li>• Community design customization up to 20 hours during initial launch</li></ul>	Yes	Yes
<b>Advanced Insights</b> <ul style="list-style-type: none"><li>• Community Influencer reporting application</li><li>• Community Benchmarking analysis application</li></ul>	Yes	Yes
<b>Superuser Cultivation</b> <ul style="list-style-type: none"><li>• Designated Customer Success Manager</li><li>• Evaluate trends and tactics (CHI, health trends, pulse metrics)</li><li>• Track targets and plan for events (health performance analysis, weekly report data)</li><li>• Provide best practices around superuser cultivation, structure, rewards, policy, and promotion</li><li>• Quarterly community success checkpoints to measure results and refine strategy</li></ul>	No	Yes

We needed to go from zero-to-sixty in no time, so we were drawn to Lithium in part because of their SaaS delivery model, but most importantly because they weren't talking about technology features and platforms, they were talking to us about community success. It was clear that Lithium put more focus on community strategy and management than other vendors.

Mike Hardy  
Community Manager  
Pitney Bowes

### 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)