

# Lithium Ideas

Customer-Driven Innovation On-Demand



## Customer Ideas Matter

Lithium Ideas, part of Lithium's Social CRM Customer Community Applications Suite, enables enterprises to launch and moderate online conversations where customers post, discuss, and vote for ideas. For companies jump-starting or enhancing social media initiatives, idea exchanges offer a compelling user experience and a direct connection with customers. As customers submit and discuss ideas, the company develops keener insights into their opinions, while simultaneously building brand loyalty by showing customers that their opinions matter.

## Key Benefits

By providing a simple ongoing means for organizations to request and respond to customer feedback, Lithium Ideas delivers significant value for product managers, marketers, and customers:

- Product or brand managers can easily and **cost-effectively solicit and prioritize product enhancement ideas** from customers, increasing product competitiveness and customer loyalty.
- Marketers can host public brainstorming sessions or contests to **generate customer engagement and excitement** around new products or marketing campaigns.
- Customers have a **structured mechanism for documenting an idea**, seeing if other customers agree or not, and tracking whether that idea gets implemented.

## Features

- Rich Text Editor
- Customer Voting
- Sorting and Content Promotion
- Tracking
- Reputation Attribution
- Social Features



Barnes & Noble Recommends, a Lithium Ideas implementation, combines local book recommendations with national selections to “crowd-source” reader votes and drive book sales of most popular titles.

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Given intuitive and engaging tools, passionate customers become an important extension of an organization and provide valuable insights and feedback that drive the business forward. And Lithium's reputation system keeps those customers engaged as a company's social media initiatives mature.

## Idea Submission, Voting, and Commenting

Lithium Ideas is purpose-built for managing customer-driven innovation, making it simple for users to:

- **Submit their ideas** using a rich text editor
- **Browse others' ideas** via a vote-driven front page or leaderboards, and sort ideas by status, category, or tags
- **Vote for ideas** they like with a single click, without refreshing the page
- **Comment on ideas**, sparking lively conversation.

## Moderation and Enterprise Readiness

Lithium Ideas inherits the scalability, security, and manageability of the Lithium platform, so it's ready for enterprise deployments. In particular, Lithium Ideas provides a rich set of moderation tools that enable moderators to protect the company's brand by scanning for malicious key words, preventing ballot-box stuffing, and managing or banning misbehaving users. Moderators can manage content by merging similar ideas and weighting voting based on users' reputation.

## Integration with the Lithium Platform

Lithium Ideas tightly integrates with Lithium's Social CRM Platform to ensure a cohesive community experience. This integration provides for:

- **Ability to elevate ideas:** Great ideas can be moved to an idea exchange from blog conversations, support forum questions, or engagement sites.
- **Single user and reputation system:** Ideas-related privileges can be given based on a user's reputation, and users can achieve status by submitting useful ideas.
- **Single search engine:** Ideas display in search results alongside blog posts and forum content.
- **Single data/metrics system:** Ideas-related activity can be analyzed separately or in aggregate with other community activity.

Enterprises can deploy Lithium Ideas stand-alone or as an integrated part of a larger Customer Community Applications Suite. Lithium delivers Ideas in a proven SaaS environment, giving organizations the flexibility to scale to hundreds of idea exchanges containing millions of ideas and comments. In concert with the Social CRM Platform and Lithium Client Services, Lithium's Customer Community Applications Suite delivers solutions that help enterprises innovate collaboratively, promote their brands, and support their customers.

## Examples of Idea Exchanges include:

- Product Enhancements
- Ideas Naming Contents
- Conference Panel and Keynote Topics
- Opinion Polls
- Service Improvements

## 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)