

# Lithium Social CRM Platform

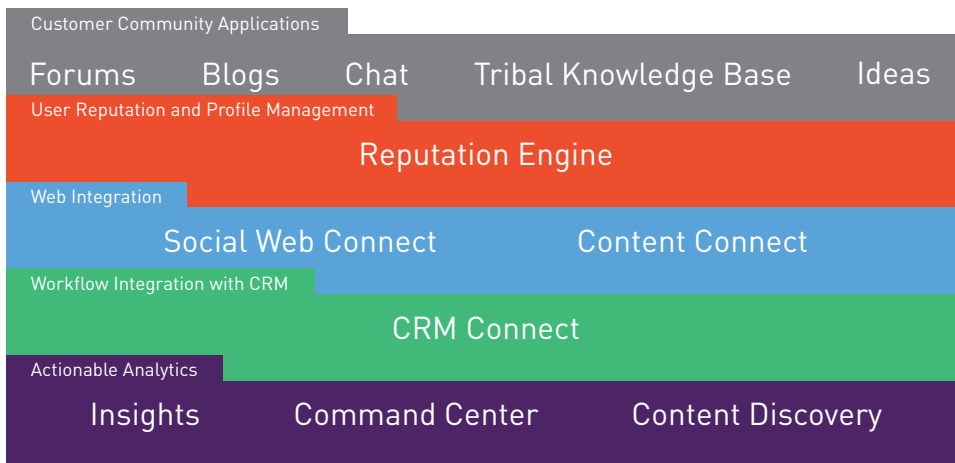
Core Technology to Power a Robust, Scalable Solution



The Lithium Social CRM Platform powers enterprise-class online customer communities, connects company workflows with the broader social web, and provides actionable insights for real-time customer relationship management.

In concert with Lithium's Customer Community Application suite and Lithium Client Services, the Social CRM Platform delivers solutions that help enterprises innovate collaboratively, promote their brands, and support their customers.

## Social CRM Platform Components



## Reputation Management

The Lithium community platform was initially built for the toughest and most demanding superusers on the web: online gamers. They taught Lithium the importance of reputation and self-expression in creating a thriving online community. Those lessons enabled Lithium to build an unparalleled reputation engine that rewards community participation using a system of ranks and associated privileges. Lithium's Reputation Engine monitors, weighs, and scores every customer interaction. This enables the ranking and reward system to identify and cultivate brand advocates who provide peer-to-peer support, amplify the voice of the brand, and provide valuable feedback on company offerings.

## Integration and Workflow Management

The connectivity layer enables businesses to connect their customer community to their traditional Customer Relationship Management (CRM) systems, connect with the social web, and syndicate and integrate content to provide a relevant and seamless customer experience.



We depend on Lithium to scale with our volume especially around peak periods like the Holidays.

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**CRM Connect.** Not all questions can be answered by community experts, nor all issues resolved in a timely manner. For this reason, CRM Connect provides for easy integration with the company's case tracking system as well as unified search across community and CRM knowledge bases. Even more importantly, Lithium's CRM Connect makes online community and social web behavior visible within a company's sales force automation system.

**Social Web Connect.** Lithium's Social Web Connect allows companies to have visibility into conversations within the social web. More importantly, it also allows a company's social customers and advocates to answer questions and to lead new prospects back to the company's brand. It provides a seamless integration for customer conversations beyond the company's own website and its online communities by integrating into social networks beyond the company's control.

**Content Connect.** Lithium supports content integration either through simple configuration or through more robust application programming interfaces (APIs). Widgets allow for the addition of syndicated content, feeds, or custom components to the community experience, and let any community component be syndicated to other, non-community web pages.

## Analytics Applications

Lithium's Actionable Insights enable companies to track, measure, and act in real-time on interesting activities within the online community and associated social networks.

**Insights.** Lithium Insights gives access to a rich set of community metrics that provide a deep understanding of user activity and community efficacy. With more than ten years' experience launching and managing successful and healthy online communities, Lithium offers best practices for building a thriving community and analysis for measuring against industry benchmarks. The Community Health Index provides industry-standard measurement and feedback on a community's ability to meet the needs of its members, irrespective of the business objective of the community.

**Command Center.** The Lithium Command Center provides a single dashboard for business users to view the metrics they're most interested in, track community activity, and monitor brand discussions outside of the community. With its unified access to all analytics, the Lithium Command Center allows management to take immediate action, whether activity took place on the company-sponsored community or on the social web.

**Content Discovery.** Companies can listen, classify, and moderate user-generated content at scale to promote corporate branding and safeguard brand equity against online threats such as obscenity, violence, racism, and spam. The Content Discovery system automates the moderation process as it self-learns over time from content previously marked as inappropriate and chronic abusers of policies.

Lithium's strength in reporting and metrics has helped us drive success with our customer community. Having access to the Community Health Index and Lithium's ability to benchmark our community against peers in size, tenure, and type provides us with insights that guide and optimize our growth and help us achieve our business objectives.

Mark Hopkins,  
Project Manager for  
Social Media,

**lenovo**<sup>™</sup>

## 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)

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