

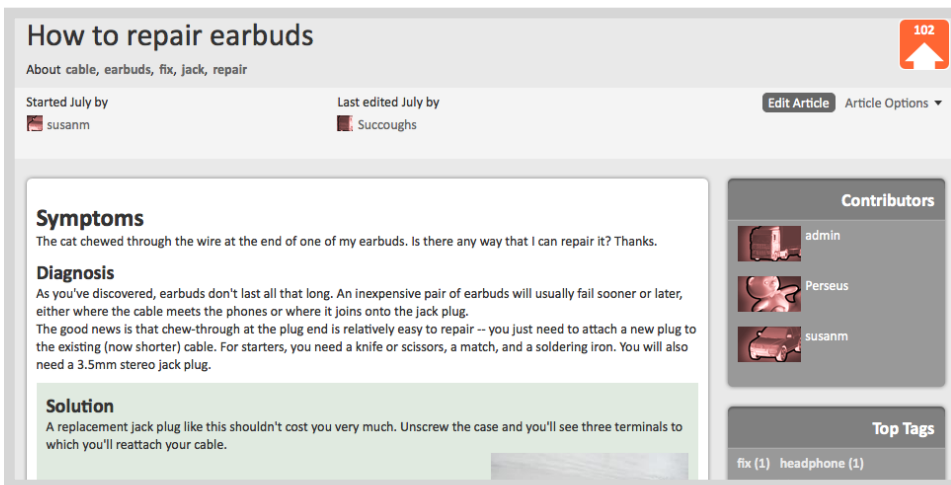
Lithium Tribal Knowledge Base

Crowd-Sourcing for Enhanced Support



Successful communities contain a wealth of crowd-sourced information that helps customers to solve problems and prospects to make buying decisions. Tribal Knowledge Base, part of the Lithium Social CRM suite, lets companies harness that accumulated knowledge to provide superior support and customer service. Community members and visitors can access the most useful content—identified, organized, and maintained by the community—at lower cost and more efficiently than a traditional knowledge base.

The content stored in online communities runs the gamut from legacy product lines to emerging issues and solutions. However, the overwhelming quantity and unstructured nature this information can intimidate new users. With the Tribal Knowledge Base, all users—new and old—can quickly find the most trusted and valuable content about a specific topic or an area of general interest.



Harnessing the Power of Expert Users

Lithium's Tribal Knowledge Base provides easy-to-use tools that help designated experts and other key contributors to identify high quality content and turn it into knowledge articles. In return, expert users build their own reputations as knowledge base authors while creating useful content for the community. With automatic links to the original source material and customized revision controls, the community can work collaboratively to guarantee a high level of accuracy in Tribal Knowledge Base articles.

Tribal Knowledge Base Benefits

- **Lower the cost of providing high quality support.** By tapping community-generated content to create knowledge base articles, companies can provide high-quality, up-to-the-minute support for active products and comprehensive archives for legacy products.

Features

- Publishing Controls
- Collaborative Authoring Tools
- Community Content Integration
- Reputation Attribution
- Version Control
- Analytics
- Social Features

- **Turn knowledgeable customers into advocates.** Weighted recognition for every article contributor encourages community participation at all levels. Meanwhile, the reputation of article authors and contributors—their rank in the community—guides users to reliable content.
- **Give structure to the customer community.** Using templates to organize disparate community content gives all participants, including lurkers and first-time visitors, easy access to rich and relevant material.
- **Improve search engine ranking and relevance.** The additional references to relevant content that come as the result of a Tribal Knowledge Base enhance search engine optimization and increase corporate website ranking and visibility.
- **Spread knowledge throughout the company.** Promotion of Tribal Knowledge Base articles to a company's knowledge management system lets companies quickly and inexpensively expand their store of knowledge. With a Tribal Knowledge Base, articles are only the beginning. Companies can just as easily use community generated content to create how-to guides, learning and educational materials, FAQs, and more.

Key Tribal Knowledge Base Features

- **Publishing controls.** The company controls each step of the process, from nomination of content to publication of completed articles. System-wide subject area permissions determine who can propose, initiate, edit, and publish knowledge articles.
- **Intuitive and collaborative authoring tools.** Article authors can drag and drop content from community-generated sources into templates that are structured to present articles in typical knowledge base formats. Anyone who contributes to the source material is automatically credited as a contributor to the article.
- **Content integration.** When members use community-generated content in knowledge articles, the Lithium platform automatically retains a connection between the original content and the resulting article.
- **Authorship attribution.** A sophisticated set of algorithms evaluates the original content plus the contributions of editors and reviewers to attribute appropriate credit to all contributors. As a result, all participants can enjoy pride of authorship in their work.
- **Version control.** The version control system tracks edits to published articles and allows authorized individuals to accept or reject changes before making them public. Version control not only promotes the accuracy of articles, but it also protects them from the possibility of sabotage or interference.
- **Analytics.** The Lithium platform collects detailed article- and user-level metrics. Article-level metrics present insights about a knowledge article's origination, progress, and usage level. User-level metrics provide an understanding of users' content nominations, contributions to articles, and attributions within the community.
- **Extensive social features.** Community members can tag, share, and syndicate knowledge articles.

**Forums, Blogs,
Comments, Ideas**
Unstructured Solutions
contributed by community

**Tribal
Knowledge Base**
Content sourced and
compiled by
community members

**CRM
Knowledge Base**
Official Company
Sponsored
Knowledge Base

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For additional information about Lithium or to request a demonstration, please contact your Lithium Sales consultant or visit www.lithium.com.