



CUSTOMER SUCCESS STORY



YOY REDUCTION IN FIRST RESPONSE TIME

37%

YOY INCREASE IN REGISTERED USERS

21%

YOY INCREASE IN POSTS

35%

YOY IMPROVEMENT IN MINUTES TO FIRST SOLUTION

41%

HP's vision is to create technology that makes life better for everyone, everywhere—every person, every organization, and every community around the globe. With one printer and 1.7 PCs shipping every second, HP has a large and growing installed base of customers globally. HP has partnered their Support Community with Lithium to deepen customer engagement and improve response and resolution rates, while leaving no customer behind. They believe in the vision and value of Digital CX. The Lithium platform and Lithium Social Media Management are crucial to HP's customer support operations success.

“We have a three part strategy that drives our success. One, we listen. We pay attention to the conversations and feedback on social channels to meet different customer needs. Second, we engage. We have peer-to-peer support and dedicated social agents who ensure that questions are answered or routed to the right expert within certain SLAs. Thirdly, we learn and share within the organization. We use Lithium Social Intelligence (LSI) and executive reporting to learn and feed what we learn back into product development and our customer care strategy.”

— Kriti Kapoor, Global Director, Social Customer Care

Goal

Support a large volume of diverse customers—24 hours a day and seven days a week.

Solution

To complement the already vibrant community, implement Lithium Social Media Management to empower agents to engage with customers more efficiently and effectively.