



## FAST TRACK SERVICES

# Accelerate your success with a trusted partner

Our team of world-class professionals have completed over 500 projects worldwide. Grow your Total Community with a trusted partner with nearly 15 years of industry expertise.



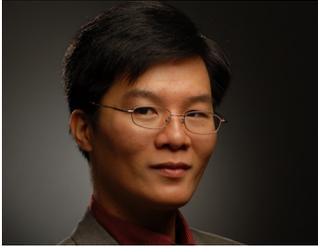
## Enlist the industry's leading experts to craft your digital customer experience

Selecting and implementing the right technology is just the beginning of the journey. With nearly 15 years of community and social customer experience, our world-class team of services professionals can help you optimize your current digital strategy and craft a plan to ensure ongoing success. A research firm noted that "clients choose [Lithium] for its ability to scale for large enterprises, its professional services and its ability to demonstrate ROI."

## We packaged our expertise to help you drive more ROI

Fast Track Services are targeted, short-term engagements that focus on specific aspects of your community and social customer experience. With Fast Track, you get access to a suite of service offerings that packages our deep industry expertise into accelerated programs. By leveraging best practices that target specific business goals, we enable you to execute enhancements more quickly and realize results sooner.

With over two decades of specializing in community and social customer experience, our thought leaders work directly with our customers to ensure success



Michael Wu, PhD  
Chief Scientist



Joe Cothrel  
Chief Community Officer



Dave Evans  
VP Social Strategy

Key programs include:

- **Community optimization:** improve your community experience and drive business outcomes by adopting best practices for optimizing key features that influence community vibrancy, engagement and overall health.
- **Social response:** effectively scale your customer care team without sacrificing quality by optimizing Lithium Social Web (LSW) configurations and tracking KPIs through analytics.
- **Platform optimization:** deliver a tailored community experience by leveraging Lithium's extensive community APIs to customize and integrate across third-party systems.
- **Training and certification:** receive advanced training on community management from industry thought leaders or become a technical expert on the Lithium platform through advanced developer training.

## How does it work?

Fast Track is delivered through a points system, giving you maximum flexibility in how and when services are delivered. Fast Track is offered in bundles of 50 or 100 points that can be redeemed over the term of your subscription. Your account representative will guide you through our suite of offerings to help you identify services that will best address your specific business objectives.

Each Fast Track offering has a value ranging from 5 to 20 points. When you redeem points for a Fast Track service, you will be assigned an experienced services professional who will lead the engagement. Fast Track projects follow a prescribed plan and range from several hours to a few weeks in duration.

Your Lithium services professional will perform an initial assessment of your current environment, identify opportunities for improvement and work with you to apply relevant best practices. To ensure ongoing success after the engagement, we will help you craft a structured plan and provide you with the appropriate tools to achieve your business goals.

## To learn more

For additional information about Lithium or Fast Track, please contact your Lithium Account Representative or visit [lithium.com](http://lithium.com)



Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Customers in more than 34 countries rely on Lithium to help them connect, engage, and understand their total community. Using that data and the company's software, Lithium customers boost sales, reduce service costs, spark innovation, and build long-term brand loyalty and advocacy. To find out how Lithium can transform your business—and to share the experience enjoyed by 300 other leading brands around the world, visit [www.lithium.com](http://www.lithium.com), join our community at [community.lithium.com](http://community.lithium.com), or follow us on Twitter [@LithiumTech](https://twitter.com/LithiumTech). Lithium is a privately held company headquartered in San Francisco.

# Fast Track Services Offerings

## Community Optimization



### LIFT OFF: THE FIRST 90 DAYS

Launching a community is only the beginning of your Lithium journey. The first three months after go-live are a critical period for learning, fine-tuning and optimizing based on user feedback. Get the support and guidance of a dedicated Social Solutions Consultant to guarantee a smooth and successful post-launch experience. Together, you'll collaborate to ensure the community's long-term success.



### PROMOTION STRATEGY

An effective promotion strategy enables your community to reach critical mass in activity and content, promoting organic growth and a boost in SEO. This service will help optimize content visibility and drive community growth.



### COMMUNITY STRUCTURE

A well-designed community structure is essential to a community's health. The best results come from ongoing analysis and refinement to learn what structure works best for your community and your users. In this service we will assess your current structure, provide recommendations for improvement and give you the tools to analyze and fine-tune it yourself in the future.



### METRICS & REPORTING

Understanding and optimizing your community performance requires the right measurement and tools. With an abundance of data available, it can be hard to differentiate the signals from the noise. This service will help you understand which metrics matter most and how to leverage them by building effective dashboards and reports.



### COMMUNITY TEAM ROLES & RESPONSIBILITIES

The organization of your community team will evolve and change alongside the growth of your community. Understanding the resources and management necessary to scale effectively is critical to meeting the needs of your audience and your business. This service provides expert guidance to optimize the roles and responsibilities for your team today and to prepare for tomorrow.



### USER ROLES & PERMISSIONS

Clearly defined roles and permissions enable your users to engage freely while protecting the value of your brand and your community standards. Our experts will analyze your current structure and provide guidance on the best configuration and optimization of user roles and permissions for your community.



### BADGE OPTIMIZATION

Badges not only incentivize users to participate, but acknowledge members for their contributions in engaging and helping the community. This service will evaluate your current badge structure, award criteria, performance trends and badging program goals. We will work with you to develop a roadmap for improvements that will drive engagement.



#### COMMUNITY ACTIVITY PLAN

Fostering community engagement requires proactive planning. Plotting out your community activities, events and content allows you to align with other organizational initiatives while keeping community at the center of your social ecosystem. This service will provide you with the tools and guidance to develop an effective community plan.



#### RANK STRUCTURE

Ranks are a key element of gamification, allowing you to recognize, reward and incent your community members' contributions. An effective rank structure motivates members to participate at high levels and in the right ways. This service helps you optimize your rank structure to drive a more vibrant and productive community.



#### GETTING STARTED WITH IDEATION

Leading organizations know that innovation can come from anywhere. In this service, we will arm you with best practices for planning and launching an effective Idea Exchange where you can harness the collective power of customers, partners and employees to inform your next product or service enhancement.



#### GETTING STARTED WITH TRIBAL KNOWLEDGE BASE

Crowdsourcing knowledge from peer-to-peer conversations helps reduce service costs and empowers community members to provide support to each other. Lithium's Tribal Knowledge Base is a powerful tool for capturing, curating and delivering high value content to your customers. This service will guide you through the best practices for launching TKB in your organization and your community.



#### ACTIVATE SUPERUSERS

Your superusers, the top 1% of your community, typically contribute over 90% of the content. However, converting casual users into superusers requires significant coordination, proper incentives and identifying the right people. This service will help you drive more engagement from your most active members.



#### MODERATION OPTIMIZATION

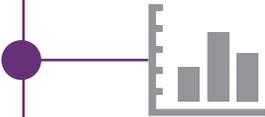
Clear moderation and community guidelines protect the value of your brand and ensures that the community is an inviting and productive place for all community members. This service will help you optimize your moderation processes based on best practices and your community's unique needs.



## Social Response

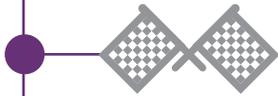
### CONFIGURATION AUDIT

Social customer care is a dynamic endeavor, with changing priorities and activity spikes that can throw your team off balance, causing work queues to flood and SLA to dip. In this service we will analyze your current Lithium Social Web (LSW) configuration to ensure optimal agent efficiency, keeping your team performing at their highest potential.



### LSW METRICS & DASHBOARDS

Lithium Social Web (LSW) Analytics offers a wealth of metrics, reports and a configurable, real-time dashboard to measure agent productivity and gain insight into your brand's social presence. In this service, we will guide you to the right mix of metrics and dashboards to measure against your KPIs and customer support goals.



## Platform Optimization

### TECHNICAL ADVISORY CONSULTING

Our platform APIs enable you to deliver unique community experiences and integrate with third-party systems. Accelerate your development project with guidance from Lithium technical experts. In this service, we will work with your developers and designers to answer your technical questions and provide guidance on development best practices.



### CUSTOM AVATARS & BADGES

Well-designed user avatars and badges help create a uniquely branded community experience. In this service, we will provide technical assistance with transforming and publishing your graphic assets in your community.



## Training and Certification

### ONLINE SELF-PACED TRAINING AND CERTIFICATION

Through innovative anytime, anywhere self-paced delivery, learn from Lithium's thought leaders and get certified in community management best practices, community moderation principles, back-end development and front-end UI/UX design and Lithium Social Web (LSW). For those getting started in Community and LSW, these courses are a great foundation for future learning.



### INSTRUCTOR-LED TRAINING AND CERTIFICATION

Leveraging best-in-class instructor-led training techniques, you can attend live courses that deep dive into areas, such as advanced community management and administration, advanced community moderation, advanced Studio and Lithium Social Web (LSW). Through interactive lectures and hands-on exercises, you will leave each session with a clear understanding of Lithium product functionality and best practices for implementation.