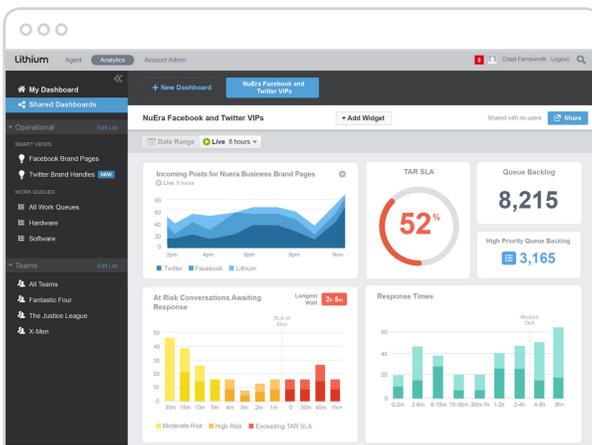


Lithium Shared Dashboard and Monitor Wall

Transformative analytics driving customer-centric business improvement

The Shared Dashboard and Monitor Wall provide an entirely new approach to visualizing data for actionable insights. This isn't the Social Media command and control center that gets lots of initial attention and fades quickly, like a flash in the pan. The Shared Dashboard and Monitor Wall are much more nimble, allowing real-time configuration and sharing. As issues emerge, you can change views on the fly without needing to work through a consulting group. A dynamic and flexible design allows you to quickly set up and update metrics most important to you and the various teams throughout your organization. These tools track the impact of your engagement efforts so you can measure results as they unfold and react nimbly to improve the customer experience.

Everyone has a hand in optimizing the customer experience and now you can provide the data they need to be empowered. With your entire organization plugged in, you'll be able to identify and respond to issues before they spiral out of control and have a negative impact on the brand.



Why Shared Dashboard and Monitor Wall?

As brands manage an increasing number of social conversations a day, customers can become reduced to a number of posts or @mentions. For brands to envision their customers as real people and not just an anonymous record in a database, conversations about customers' experiences and the brand's perception need to be

shared with everyone across the organization. With Shared Dashboard and Monitor Wall, you can now echo the customer's voice throughout the organization and share your care team's impact with everyone.

With organization-wide social media monitoring and shared dashboards, you can now display live feeds of customer feedback and support issues. Ignite a sense of urgency among stakeholders to address them in real-time instead of letting the contention build over hours or even days.

The dynamic visuals let you easily identify trends and separate signals from the noise. Our algorithms help prioritize what you need to know. You also have the ability to drill down to any level of detail that you'd like.

Typical use cases

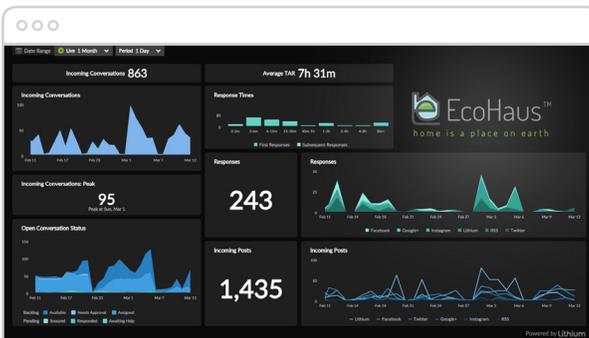
- Your customer service team has likely come across an issue that caused a lot of contention with customers and escalated it via email, which was forwarded up the chain until the right people were approached to address it. There isn't an easy or efficient way to share this feedback cross-functionally. With Shared Dashboard, social care agents no longer need to be the go-between in detecting customer issues.
- Monitor unfolding marketing campaigns or live events in real-time and share your findings with the entire organization.
- Share key engagements and topic metrics between different groups internally. Different groups within an organization are interested in understanding various sets of data. The analytics on Shared Dashboards and Monitor Wall can be filtered and configured to meet the needs of each individual department.

How does it work?

Shared Dashboard

Lithium now enables you to create configurable dashboards by department or team and display insights from social channels that are most relevant to their job function. Provisioned users simply select what metrics they'd like to display, whether to display the data as a chart or graph, then drag and drop the widgets to their desired layout. They can share their new dashboard with anyone in the company.

Social channels create lots of noise: stakeholders don't have the time or ability to filter relevant or urgent issues with existing social listening tools. With Shared Dashboard, filtering this data enables Product, Support, Engineering, and other stakeholders to be immediately aware when posts about a potential glitch with your product begin trending, how many customers are affected and how it impacts the business. When a Tweet about poor customer experience gains traction, Customer Service and Marketing can implement a resolution before it becomes a PR nightmare. Displaying real-time feedback in an easily accessible dashboard ties stakeholders and customers closer together, effectively reducing response times and improving customer experience.

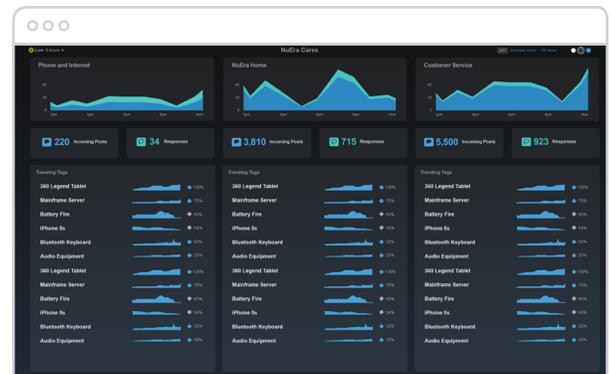


Monitor Wall

Take your central room or command center to the next level by setting up customizable Monitor Walls to display social conversations, trending topics, and insights into your team's cases throughout the organization. As with Shared Dashboards set-up, provisioned users simply select what metrics to display, how the data will be visualized, and then tailor the layout to your brand's guidelines. The always-on Monitor Wall can quickly be updated to meet changing business needs and is skinnable to match your brand's styling.

Allowing everyone in your organization to gain visibility into real-time customer feedback enables

employees to have insights into customer behavior and perceptions towards your brand. Monitor Wall empowers employees to take customer success personally and aligns the organization toward a common goal: ultimately improving the customer experience and building a customer-centric brand.



To learn more

For additional information about Lithium Shared Dashboard and Monitor Wall or to request a demonstration, please contact your Lithium Account Representative or visit lithium.com.