



## LITHIUM SOCIAL CUSTOMER SERVICE

# Reduce service costs and increase customer satisfaction

Cost per customer support case



### Reduce service costs through peer-to-peer support and social web response

According to Accenture research, it costs \$6-\$75 to resolve customer issues over the phone, but as little as \$0.10 to help customers find the same answers online.

Your customers want to find answers quickly online, whether it's through search or social media. When answers aren't readily available, they contact your call center as a last resort or worse, they won't engage with you at all. With digital customer support, you can reduce costs by creating a better customer support experience, thereby increasing customer satisfaction.

So how do you generate answers on your website and respond to issues via social channels at scale? Lithium Social Customer Service solution helps you:

1. Drive requests through an online community and self-service knowledge base so your customers can quickly find answers
2. Respond efficiently on social channels at scale while building awareness of your online resources
3. Tie social support to your CRM to track customer activities in one place and deliver personalized customer experiences
4. Turn crowdsourced knowledge into valuable assets for customers and employees

Our solution is built to engage and enlist social-savvy customers, giving you the power to deliver great customer service at scale at a fraction of the cost.

## Enlist community as the first line of defense for customer support

We specialize in motivating customers to answer each other's questions, making peer-to-peer support the most affordable way to satisfy customer inquiries. Key features include:

**Website integration:** Turn your website into a social destination. Incorporate forums, blogs, product Q&A and idea boards directly onto your site, with design capabilities that allow you to create a branded experience that you uniquely own.

**Native Gamification:** Use gamification to motivate participation and turn fans into superfans. Social customers gain status in the community as they help others with useful advice and recommendations.

**Community analytics and reporting:** Lithium Social Intelligence helps you measure and improve the performance of your social programs by gaining insights into your community's health. Through a unique combination of social science, performance metrics and web analytics, we offer the deepest insights into customer engagement.

Customers use peer-to-peer online communities to achieve dramatic cost savings:



doubled cost savings as measured by case deflection to \$54.2M YoY



support is handled almost entirely on community with an NPS on par with Google and Apple.

## Put knowledge at the center

Crowd-curated knowledge sharing and management allows customers and employees to collectively write, edit and re-purpose community content into easy-to-consume knowledge articles. The Consortium for Service Innovation found that knowledge-centered support can improve call deflection 20% by increasing the effectiveness of self-service; and agents can become proficient 70% faster by putting the knowledge of others at their fingertips. The challenge is in capturing the knowledge and sharing it across channels.

**Lithium Tribal Knowledge:** Curate and capture advice and insights from peer-to-peer conversations and turn them into valuable business assets. Our simple drag-and-drop authoring process turns community discussions into complete, well organized, knowledge articles and ensures everyone receives proper recognition for their contributions.

**Crowdsource ideas:** Crowdfund innovation by inviting and rewarding your customers to give their input on new products and services, which will lead to market intelligence around your offerings.

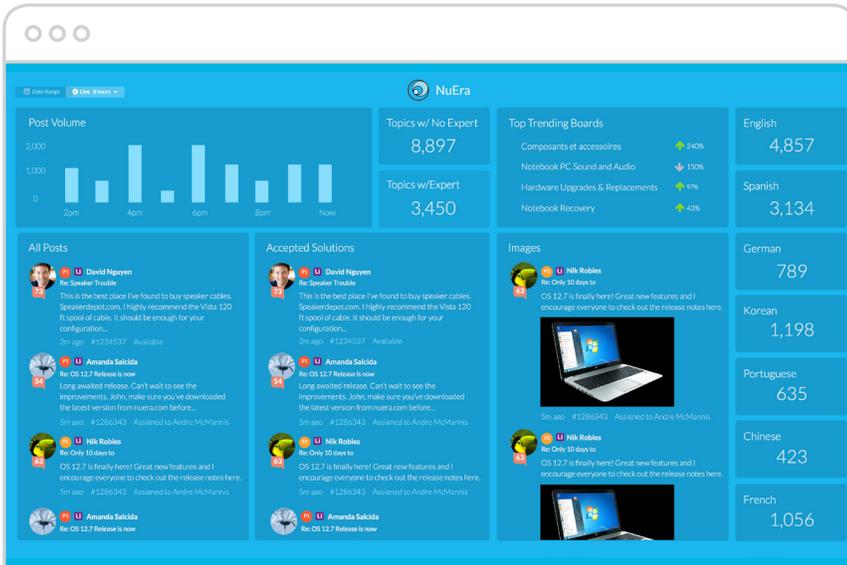
## Respond across the social web at scale

Empower your social customer care team to engage with customers at scale, maximizing agent efficiency and productivity by using Lithium Social Media Management.

Social media has experienced explosive growth over the past few years and organizations are responding by scaling their support teams to manage this volume. With our advanced capabilities, your organization can seamlessly respond and scale. Some of these capabilities include:

- Intelligent filtering to identify implicit or explicit requests for help and sophisticated administrative tools that allow teams to focus on content relevant to them.
- Incoming posts automatically receive language, source and content tags so messages land in the correct work queue.
- Machine learning to identify actionable posts so your agents become more efficient, reducing response times.

The screenshot shows the 'Best Buy Unboxed' website interface. At the top, there's a navigation bar with the Best Buy logo and 'Best Buy Unboxed' text. Below this, there are links for 'Español', 'Best Buy', 'Geek Squad', 'My Best Buy', and 'Our Moderators'. On the right side of the navigation bar, there are links for 'Register', 'Sign In', and 'Help'. The main content area is divided into two columns. The left column is titled 'Knowledge Base Articles' and contains several categories of articles: 'Mobile Phones & Broadband' (2 Articles), 'Computers & Networking' (50 Articles), 'TV & Home Theater' (27 Articles), 'Appliances' (7 Articles), 'Cameras & Camcorders' (28 Articles), and 'Mobile Audio Systems & GPS' (10 Articles). Each category lists several article titles. The right column is titled 'Join the Community' and contains a message: 'Join the community and enjoy all the benefits! You may be our next expert!' with 'Join' and 'Sign In' buttons. Below this is a 'Best Buy Videos' section with a video player showing '3 Things to Know...' and three thumbnails below it, each with the text 'No longer available'. At the bottom right of the video section, there is a link to 'Visit our Channel on YouTube'.



- Understand your customer with a holistic customer profile by surfacing customer data from your CRM system, as well as displaying customer's Klout score and historical conversations for automatic routing and prioritization.
- Team collaboration tools, such as an editable approval process, to facilitate agent training and ensure customers receive the best answer.
- Respond and engage on social networks. Steer those conversations into your community to build more trusted content over time.

Customers use social customer care to drive customer satisfaction and agent efficiency:



realized \$3.6M in annualized operational savings while achieving a 98% CSAT rate and 90% NPS



reduced response time to under 15 min while social volume increased by 4x

## Measure customer care's impact on your social presence

Unlike traditional social media monitoring tools, Lithium Social Media Management focuses on engagement metrics. Real-time visibility enables organizations to get a pulse on their brand's social presence at any given moment. It also surfaces trends in customer discussions and how your customer care team is servicing inquiries. Our analytics pulls easy-to-interpret, actionable reports and charts to help balance agent workload, identify activity spikes throughout the day and address emerging issues by rebalancing resources. Our Shared Dashboard and Monitor Wall allow you to share those analytics with key stakeholders to surface actionable insights.

## To Learn More

For additional information about or to request a demonstration, please contact your Lithium Account Representative or visit [lithium.com](http://lithium.com).



Lithium delivers awesome digital customer experiences at scale for the world's biggest brands including Airbnb, AT&T, Sephora and Spotify. Comprising Social Media Management and Communities, the Lithium engagement platform enables brands to manage multiple digital touchpoints, facilitate millions of conversations, and drive smarter decisions through data – connecting customers, content and conversations at the right digital moment. Lithium has a massive digital footprint with approximately 480 million new digital interactions analyzed daily, 100 million monthly visitors across its Online Communities, and 850 million online profiles scored through Klout. Learn more at [www.lithium.com](http://www.lithium.com), join our community at [community.lithium.com](http://community.lithium.com), or follow us on Twitter @LithiumTech. Lithium is a privately held company based in San Francisco.