



# Take digital customer support to the next level

## The Challenge

The number of customers turning to social for help is only growing. Social customers have increasingly high expectations, and any success or failure can go viral quickly, so the stakes are high. Yet many companies do not treat social like a first-class support channel and ultimately are not invested in success.

- **Social volumes are inherently volatile**  
Not only can product issues cause spikes in volume, but marketing campaigns can also trigger unplanned customer inquiries on an otherwise slow day. How do you ensure your service levels are not affected by unplanned spikes in volumes?
- **Digital customer support is difficult to operationalize**  
Traditional social tools focus only on engagement metrics and response times. However, to operationalize support on any channel, you need to report on agent productivity metrics that align with those of other support channels. How do you know if agents are performing at optimal levels and forecast accordingly?
- **Proving the value of social to the business is hard**  
Social metrics are often reported separately and independently from core business drivers. How do you align social data with business drivers and get the data in front of stakeholders across your business?

## The Solution

Lithium Social Media Management enables your social support team to create awesome digital customer experiences while reducing costs and increasing customer loyalty.





T-Mobile's social team responds **16,500 times per day** to customers on average, and achieves a lightning fast average **response time of 3 minutes 23 seconds** (industry average for brands is 1 hour 24 minutes).



In the first week of using Lithium, results show a **25% decrease** in handle time, with a **100 second reduction** in Agent Handle Time (AHT) and a **148 second reduction** in Conversation AHT, week-over-week.



In a single quarter, TELUS was able to offset over **66,000 live contacts** (call, email, web chat, or store visits) and saw **\$3.6M in annualized operational savings**. In addition to driving costs down, TELUS saw high customer loyalty ratings across their digital channels with customers responding with a **98% customer satisfaction rate**, **90% likely to recommend TELUS** and **89% likely to share their experience**.

## How We Help You

Lithium is the leading digital care solution that brings Customer Support and Marketing together to rally around a better customer experience. With Lithium, your team can efficiently handle more conversations, fully operationalize your teams, and report on the business impact you are driving.

### SATISFY CUSTOMERS AT SCALE

- Manage customer engagement across various digital channels from a single console
- Surface the right customer inquiries to the right agent the first time
- Ensure the most important conversations are handled with multi-level prioritization
- Eliminate noise with our best-in-class machine learning algorithms
- Stay informed about upcoming campaigns with shared marketing calendars

### DRIVE EFFICIENCIES WITH DATA

- Track team performance in real-time with sharable mobile dashboards
- Get notified as service levels fluctuate and take action
- Identify agent and team inefficiencies with detailed agent-level operational metrics
- Accurately forecast team resourcing needs to meet your customer experience goals

### PROVE THE VALUE TO THE BUSINESS

- Be the first to alert business stakeholders of customer feedback and critical situations
- Report on customer experience analytics that align with your core business objectives
- Create custom, live dashboards tailored specifically to each line of business
- Integrate customer interactions across digital channels into your core CRM

## To learn more

For additional information about how Lithium can help you provide a better customer experience across your digital channels such as Facebook, Twitter, Instagram, LinkedIn, WeChat, YouTube, SMS, Communities, and more, 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.