



Serve consumers directly in your mobile app, website, community, and social channels

The challenge

INEFFICIENT WORKFLOWS AND AGENT RESOURCING

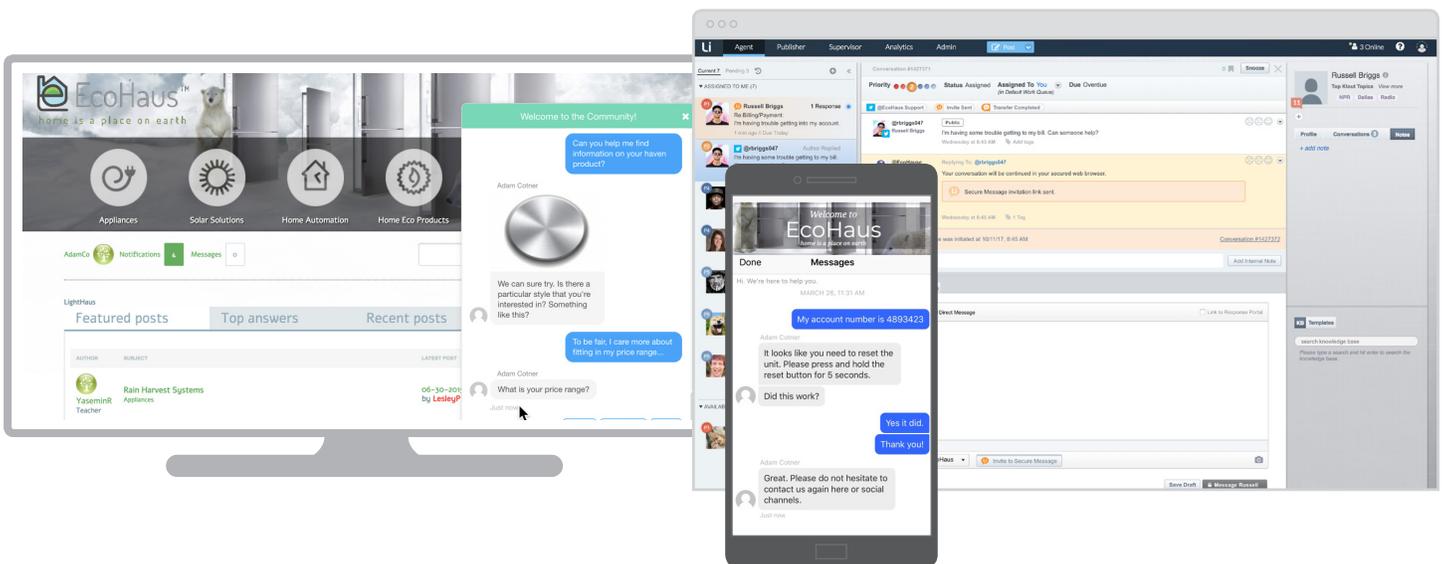
To handle hundreds of thousands of conversations (many of which take place over a long period of time), brands must have optimized workflows at their disposal that can normalize the nuances of different channels. In order to best support these interactions, workflows should be designed with expertise in asynchronous conversations. Plus, by standardizing, it's much more productive for agents to support multiple channels, versus the challenge of training on and juggling separate tools.

FRAGMENTED CUSTOMER VIEW AND PERFORMANCE TRACKING

Consumers prefer to use fast and convenient channels when reaching out to brands, but when brands use separate tools to manage those interactions, conversation histories and profiles become siloed. Even more, the ability to track, assess, and benchmark channel and agent performance across tools and channels becomes extremely challenging especially when they are calculated differently by different tools.

DISAPPOINTING CUSTOMER EXPERIENCES

Consumers expect the ability to engage across their devices and channels, when and where they want. They rely on asynchronous experiences in their daily interactions with friends and family, so for many support requests, they are most comfortable with this ability to communicate on the go. Brands that limit communication to sessions and restrict personalization miss the opportunity to be a leader in their field and to build brand affinity.



The solution

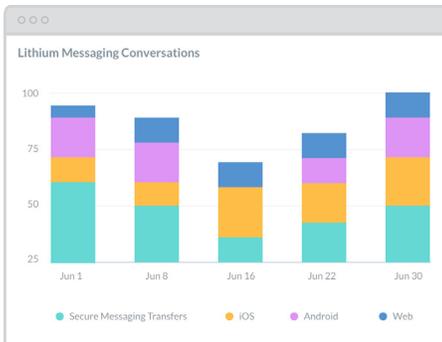
Lithium Messenger enables private messaging on your branded digital channel(s), including your website, mobile app, and/or community.

How we help you

With Lithium, you can streamline customer engagement in-app and on your website, efficiently handle more conversations, and report on the business impact you are driving across digital channels.

CENTRALLY AND SEAMLESSLY MANAGE CUSTOMER ENGAGEMENT

- Serve customers 1:1 with asynchronous messaging on your website, in-app, SMS, Facebook Messenger, Twitter, community, WeChat, and more
- Benchmark performance and view holistic analytics for all customer engagements in a single dashboard
- Reduce agent training time, especially for flex agents, with a common response interface



PERSONALIZE THE EXPERIENCE

- White-label the look and feel of your asynchronous web or mobile messaging environment
- Get up and running quickly with documented SDKs for Android, iOS, and Web
- Integrate with your CRM, including Salesforce, Microsoft Dynamics, and Zendesk

OPTIMIZE THE BENEFITS OF ASYNCHRONOUS MESSAGING WITH SYNCHRONOUS CONSUMER EXPECTATIONS

- Engage in conversations across devices, with the ability to start a conversation from desktop and continue it from your mobile app
- Automatically tag inbound messages to indicate the source (e.g. in-app, Facebook, website, etc.) or the topic for tracking and reporting
- Prioritize and route messages by source, keyword, author details, and more for near real-time responses
- Show typing indicators, so consumers know your agent is actively engaged

To learn more

For additional information about how Lithium can help you provide a more secure and seamless customer experience across digital channels, please contact your Lithium Account Representative or visit lithium.com.



Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Companies in more than 34 countries rely on Lithium to help them connect, engage, and understand their customers. To learn more, 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, join our community at community.lithium.com, or follow us on Twitter @LithiumTech. Lithium is a privately held company headquartered in San Francisco.