Securely resolve issues on social, even when it requires private data

The challenge

Consumers are increasingly turning to social media for support requests. In fact, IDC predicts that by 2019, 80% of the global population will have used social as an initial point of contact for support. But, many brands are still struggling to make social a full-service support channel. Why?

SECURITY AND COMPLIANCE

A major challenge for brands is collecting, verifying, and protecting private data—such as account numbers and/or birthdates—that is needed to resolve many support issues on social channels. Too often, brands must deflect consumers from social to phone or email in order to authenticate the consumer's identity and securely discuss personal data. This raises support costs for the brand and creates a frustrating and fragmented experience for the consumer.

DATA OWNERSHIP

Private doesn't always really mean private. All exchanges on social media—including those over private or direct message—are subject to the social network's Terms of Service and Privacy Policy for any use permitted by those terms. Consequently, the brand does not always have the control or protection they need for their own data (or the data their customers send them) through social networks.

DIGITAL CONTAINMENT

For social to operate as a full-service support channel, consumer issues must be securely resolved without deflecting to phone or email. What's more, workflows and analytics for social should be aligned with other digital channels, like mobile messaging and web chat.

In the past, Sprint needed to deflect all social inquiries involving account data to phone. **Lithium Messaging has now empowered Sprint to reduce customer call-backs by 77% and increase positive customer sentiment.**
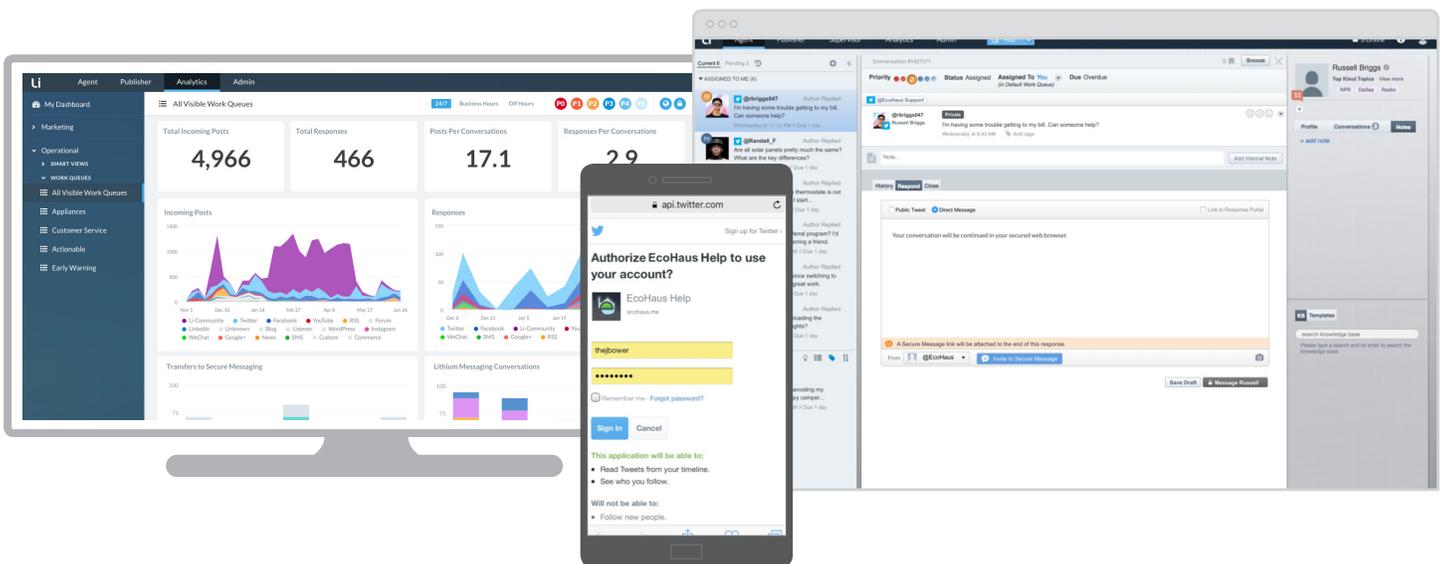
The solution

Lithium Messaging is a brand-controlled messaging solution for Digital Customer Service leaders to securely and seamlessly manage customer engagement at scale.

How we help you

Lithium is the leading digital care solution that centralizes digital channels to provide a more seamless customer experience. With Lithium Messaging, you can securely and efficiently handle more conversations, fully operationalize and unify your teams, and report on the business impact you are driving across digital channels.

AUTHENTICATE CONSUMERS TO RESOLVE ISSUES REQUIRING PERSONAL DATA

- Quickly and securely verify the identity of consumers with a unique link
- Customize the credential(s) needed to verify a consumer, like account number or social login
- Securely collect personal data over an encrypted session

OWN THE DATA AND PROVIDE A CONSISTENT EXPERIENCE

- Maintain compliance by owning private customer data
- Provide a personalized, branded messaging environment
- Continue consumers' chosen messaging style without deflecting to phone or email

CENTRALLY MANAGE CUSTOMER ENGAGEMENTS

- Serve customers 1:1 with asynchronous messaging across digital channels like SMS, Facebook Messenger, web chat, mobile messaging, Twitter, and more
- Benchmark performance and view holistic analytics and workflows for all customer engagements in a single dashboard
- Gain a full view of the consumer's profile, including conversation history, integrated with your CRM
- Easily prioritize and route all inbound messages within Lithium for agent response

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.

Transfers to Secure Messaging

Total Requests	Acceptance Rate
356	**77 %**

Lithium