

LITHIUM COMMUNITIES

Transform your website into a social destination

In an increasingly commoditized and competitive world, customer experience is the last frontier for differentiation. In a survey by Gartner, 89% of brands believe that they will mostly compete on customer experience. We help our customers create unique branded experiences that give them a leg up on their competition. The results our customers get speak for themselves.

Your customers use Facebook and Twitter to connect with friends and followers. Your website is where they come to engage online with your brand. Lithium Community is part of your total community that transforms your website into a social destination where you host the conversation—and reap the rewards of a deeper relationship with your customers resulting in increased sales, reduction in customer service costs and accelerated innovation.

DEMONSTRATED ROI

SEPHORA

Community members spend 2.5x more than average customers



\$5m annual benefit from sales and call deflection

FICO

39% uplift in search traffic and members spend 41% more



\$7.5m annual savings from call deflections

Use Lithium Community to:

Improve SEO and acquisition:

- 48% improved SEO
- 8x improvement in organic search traffic

Increase conversion:

- 2x increase in conversion rates
- \$30m annual sales for top tier US retailer
- 30-40% increase in spend by community members

Increase brand loyalty:

- 10% increase in NPS after 6 months
- 25% improved customer retention

Reduce costs and achieve greater efficiency:

- Deflect 20% of calls to your contact center
- 10-20x peer-to-peer savings over direct support

Crowdsource ideas for your next generation of products

We generate real business value for over 300 of the world's most iconic brands by infusing user generated content throughout your website. Then we use a unique combination of gamification, search engine optimization (SEO), social science and a decade of best practices to drive unparalleled levels of engagement and vibrancy.

And we do all this on your terms, giving you the flexibility to design a digital customer experience that represents your brand and integrates seamlessly with your website, mobile apps and enterprise systems.

Engage with customers in branded communities

Lithium Community Interaction Styles help you host and manage conversations across your total community that increase loyalty, drive sales, reduce service costs and accelerate innovation.



Forums

Create a venue where brand enthusiasts can engage with each other and your brand on discussions boards.



Blogs

Drive traffic through published content and social comments.



Tribal Knowledge Base

Crowdsource knowledge from customers and employees into easy-to-consume knowledge articles.



Q&A

Enlist your superfans to increase sales conversion rates and reduce service costs by answering questions from peers.



Reviews

Increases product conversion rates and buyer confidence by capturing consumer reviews from passionate customers.



Contests

Tap into the power of competition and motivate customers to share inspirational brand experiences.



Ideas

Crowdsource innovation by enabling customers to submit ideas, vote and add comments.



Gamification

Deepen engagement through game dynamics like social reputation, rank, badges, and privileges.

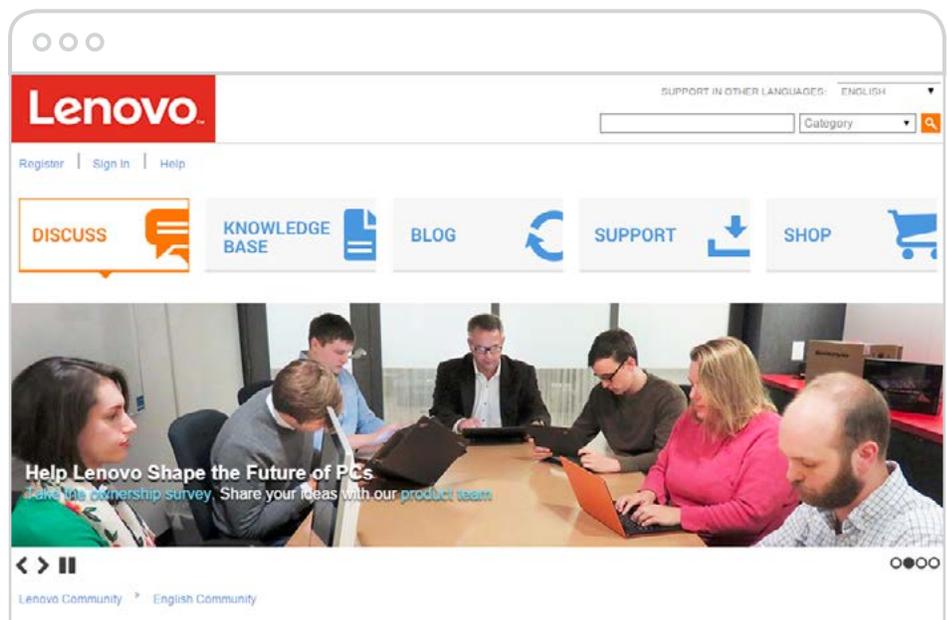


Media

Capture attention-grabbing photos & videos to attract site traffic and create a more visually engaging community.

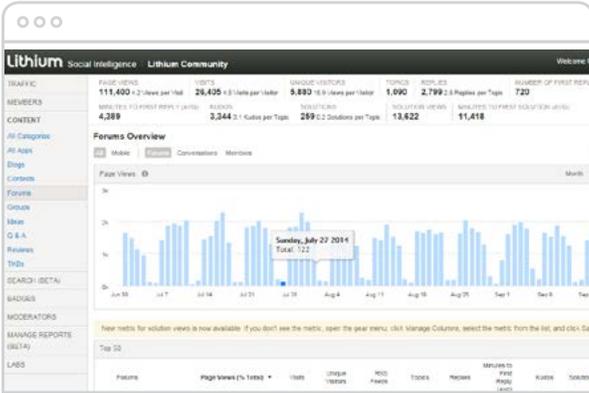
“Approximately 30 members contributed 44% of the solutions in the community, and in less than one year helped us grow the community knowledge base to over 1200 articles.”

Mark Hopkins
Program Manager of
Social Support & Community
Lenovo



Drive real business value with a vibrant community experience

Lithium provides the most advanced tools for designing, managing and analyzing vibrant online communities.



Native Gamification: Our native gamification engine helps plant the seeds of engagement by recognizing users' contributions to the community and providing them incentives to continue participating.

Lithium Social Intelligence: The power of one analytics platform gives you the ability to evaluate performance, engagement and content across all interaction styles. It also helps you identify top users, influencers and contributors across all interaction styles. Gain deep insight to create vibrant communities and drive real business value.

Lithium Studio: Create engaging, fully-branded online communities. Make all the changes you want through a drag-and-drop interface—without IT resources.

DEMONSTRATED ROI



\$6.8M annual ROI with
53% of surveyed customers
resolving their issues within the
Lithium community



29% of BskyB customers
fully resolve their issues with
the help of community

The path to digital success

Technology isn't everything. According to a study by Gartner, 40% of online communities are abandoned or inactive after four months. Why? Because many companies struggle to define their community strategies, objectives and KPIs.

Community isn't easy. That's why people come to us for our expertise. We've been doing this for 14 years and have a world-class team of services professionals that can help you understand best practices that produce outstanding results. We also offer comprehensive education and training to ensure that your community managers have what they need to make your brand's community successful.

To learn more

For additional information about Lithium or to request a demo, please contact your Lithium Account Representative or visit lithium.com.