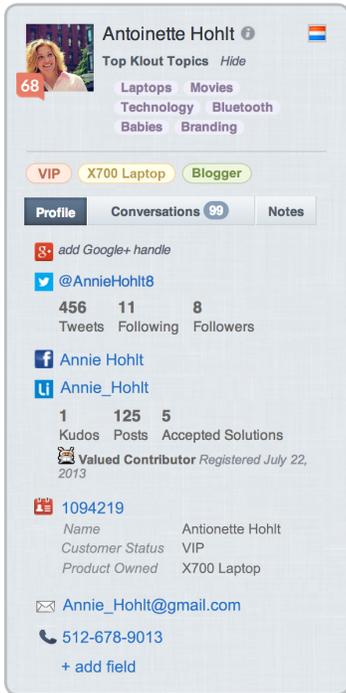# Best-in-Class Enterprise Social Care

Lithium Response empowers your social customer care team to engage with customers at scale, maximizing agent efficiency and productivity. It ties valuable customer data to each conversation, enabling your organization to understand each customer in detail and deliver a positive customer experience, creating loyal customers who turn into advocates for your brand.

Advanced capabilities to maximize productivity and scale your team

Social media has experienced explosive growth over the past few years and organizations are responding with greater urgency to scale 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.
- Five levels of prioritization to help your team stay focused on their customer care goals.
- Machine learning to identify actionable posts so your agents become more efficient, reducing response times.
- 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.
- Mobile empowers agents and supervisors to respond anytime, anywhere.
- Automated sentiment tagging that can be adjusted for sensitivity and updated by agents for accurate sentiment tracking.

Real-time powerful and deep analytics

Unlike traditional social media monitoring tools, Lithium Response focuses on engagement metrics. Real-time visibility allows organizations to get a pulse on their brand's social presence at any given moment. It also surfaces trends in customer discussions and shows how social customer care teams are servicing inquiries. Lithium Response Analytics gives organizations easy-to-interpret, actionable charts with key metrics to help balance agent workload, identify activity spikes throughout the day and address emerging issues by rebalancing resources.

OUR CUSTOMER RESULTS SPEAK FOR THEMSELVES

British Gas

British Gas achieved a **93%** response to comments on Facebook and Twitter.

MoneyGram.

MoneyGram has a **93%** faster response rate

Symantec.

Symantec decreased average response time from 24 hours to **5 minutes**

Lithium | KLOUT

Share insights to empower the organization

The Shared Dashboard and Monitor Wall provide an entirely new approach to visualizing data for actionable insights. These new data visualization tools are nimble, allowing real-time configuration and sharing. As issues emerge, you can change views on the fly without needing to work though a consulting group. A dynamic and flexible drag-and-drop design allows you to quickly set up and update metrics most important to you and the various teams throughout your organization.

Tap expertise outside customer care

Mobilize experts throughout your organization to increase customer satisfaction. Your customers expect high quality and fast responses to their requests via social channels and your agents are expected to provide exceptional support as well as relevant solutions. If your customer support agents are armed with the ability to pull in the right resources quickly and efficiently, they will be able to deliver high quality customer experiences on every conversation. By tapping into subject matter experts across your organization to assist with customer issues, agents can provide more complete responses in less time, ultimately driving higher customer satisfaction ratings.

In an Experts trial, Sky was able to increase agent efficiency by **83%** and improve expert response time by **50%** for escalated cases.

Global enterprise platform

Lithium Response handles the highest volume loads of anyone in the industry on a global scale. The platform automatically detects, routes, and prioritizes in 26 languages and allows agent-level flexibility in the UI display language. Lithium offers training and support worldwide with in-person training. Lithium offers 3 levels of social certification and has certified thousands of professionals on best-in-class practices for social. Lithium has created a partnership with archival company Actiance so that customers can capture, monitor and archive relevant data in order to meet strict regulatory, legal and corporate governance requirements.

To learn more

For additional information about Lithium Response or to request a demonstration, 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. Customers in more than 34 countries rely on Lithium to help them connect, engage, and understand their total community. With more than 100 million unique monthly visitors over all Lithium communities and another 600 million online profiles scored by Klout, Lithium has one of the largest digital footprints in the world. 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.