



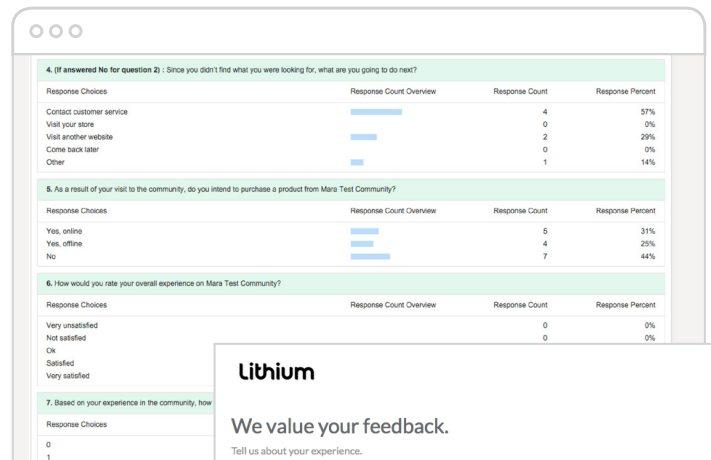
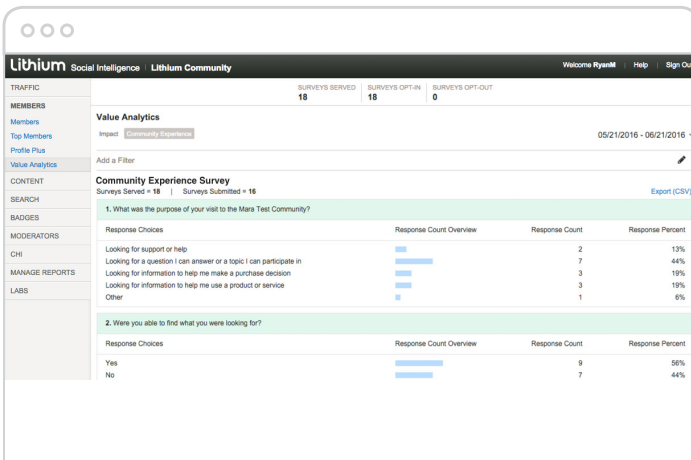
VALUE ANALYTICS

Keep a Pulse on Your Community Experience

Gain insights into loyalty, satisfaction, call deflection and purchase intent

Communities help brands increase loyalty and satisfaction while simultaneously decreasing customer support and service costs by deflecting calls. But how do you actually quantify this? With Value Analytics, through a series of standardized survey questions, community managers can easily quantify the impact and performance of their community, arming them with the data they need to make decisions and take action.

This easy-to-use tool enables you to quickly deploy a survey, allowing you to control its frequency and timing. Value Analytics was purpose-built for community, enabling you to have granular data at your fingertips right out of the box. Once the survey data is collected, with the power of Lithium Social Intelligence, you can drill down by category, board and rank levels to easily identify high performing boards from those that require action in your community. By segmenting answers by audience, you can determine how the experience for superusers differs from that of new community members. In addition, our team has the expertise and best practices to help you deploy the survey and interpret the data.



Lithium

We value your feedback.
 Tell us about your experience.

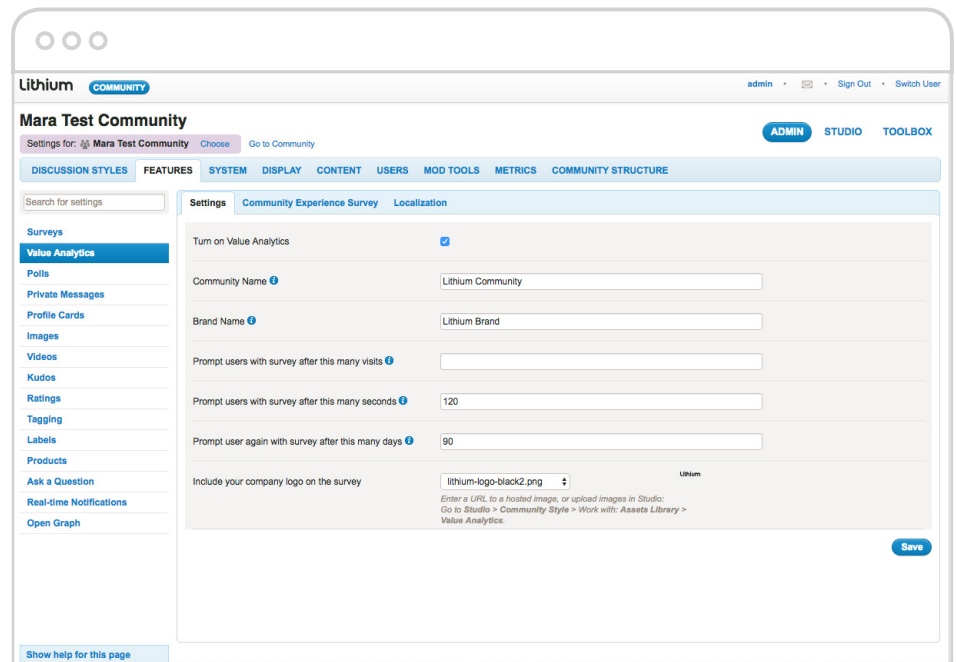
What was the purpose of your visit to the Ryan's Retail Community?

- Looking for support or help
- Looking for a question I can answer or a topic I can participate in
- Looking for information to help me make a purchase decision
- Looking for information to help me use a product or service
- Other

How does it work?

To activate Value Analytics within the Admin console, the community manager simply adjusts the settings that dictate when and how the survey is deployed as well as the option to customize it to the company's branding. The survey will launch in the community and collect data on the user's experience.

As the survey runs, the results are recorded in Lithium Social Intelligence. From there, community managers can perform root cause analysis via drill-down reports and advanced filters in order to identify specific boards that require action. By having visibility into this data, community managers can take action to improve the community experience for their users. For example, some boards may need fresher content, more visibility elsewhere or a new TKB article that addresses a particular topic more thoroughly. Once changes have been made, community managers can deploy the survey again to see if their actions improved the community experience. User insights gained from Value Analytics can be leveraged as a data point for pivoting or tweaking your community experience strategy—empowering community managers to increase customer loyalty, satisfaction and call deflection.



To learn more

For additional information about Lithium or to request a demo, 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. 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.