



LITHIUM TECHNOLOGIES

Company Overview

Connect customers, content and conversations at the right digital moment

Lithium delivers awesome digital customer experiences at scale for the world's biggest brands including eBay, AGL Energy, and Sprint. Comprising Social Media Management and Communities, the Lithium engagement platform enables brands to manage multiple digital touchpoints, facilitate millions of conversations, and drive smarter decisions through data—connecting customers, content and conversations at the right digital moment. Lithium has a massive digital footprint with approximately 480 million new digital interactions analyzed daily, 100 million monthly visitors across its Online Communities, and 850 million online profiles scored through Klout.

We deliver millions in proven ROI for iconic brands, including:



LITHIUM IS:



A Leader in The Forrester Wave: Social Media Management Solutions, Q2 2017*



A Leader in IDC MarketScape for Online Communities, 2016***



Winner of the 2017 CRM Watchlist

Our technology, services and solutions

The Lithium engagement platform comprises a complete set of solutions for social customer service, social media marketing and crowdsourced innovation that allow you to listen, respond and act on your customers' conversations, creating deeper customer relationships and fostering brand loyalty and advocacy. Pair this with deep insights based on data and our expertise in maintaining vibrancy in your engagement strategy, and you get one amazing set of business solutions for a great digital customer experience.

Lithium engagement platform includes:

DEMONSTRATED ROI:



Microsoft realized \$145M in case deflection savings and \$2M in SEO value



Community members spend 2.5x more than average customers



Reduced campaign go-to-market time by 55% with automated publishing



Improved response time by 300%

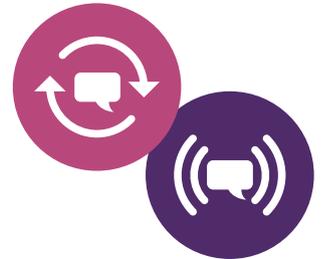


Lithium Online Communities

Harness and infuse customer passion and knowledge into your website, turning your .com into a thriving hub of social conversations focused on your brand. Through gamification, personalization, search engine, search engine optimization (SEO) and best practices, we deliver the most vibrant community experiences that attract visitors, increase buyer confidence and answer support questions.

Lithium Social Media Management

Deliver a seamless digital customer experience across marketing and customer service on digital channels like Twitter, Facebook, Instagram, SMS and Lithium Communities—at scale. Lithium Social Media Management helps you manage your entire social strategy from a single platform, combining powerful publishing and response feature sets, boosting engagement, and improving team collaboration.



Lithium Social Analytics

Measure and improve the performance of your community and social programs to drive real business value. We capture millions of digital interactions daily and provide you with the right tools to gain deep insight about your customers, optimize team productivity and prove ROI.

Powered with Klout

Klout powers the Lithium engagement platform to deliver a more personalized customer experience using cutting-edge data science. Its proprietary algorithms and volume of data with over 850M scored profiles provide an unmatched 3D view of digital impact for consumers and brands.

Lithium solutions

Our solutions combine our best-in-breed technology and experience.

OUR CUSTOMERS GARNER RECOGNITION:

AUTODESK

Gartner 1:1 Media CRM
Excellence Award
Forrester Groundswell: B2B
Social Relationship Marketing

BEST BUY

WOMMY Award Gold

BT

Institute of Customer Service, UK
Customer Satisfaction Award

BARCLAYCARD RING

Forrester Groundswell: B2C
Embracing

CISCO

Forrester Groundswell:
Collaboration Program

SPOTIFY

Webby Award Winner:
Best Social Customer Service 2
years in a row

T-MOBILE

Nielsen Mobile Insights:
#1 in Customer Service
Satisfaction

ROGERS

Corporate Social
Media Awards:
Best Social Customer Care



Digital Customer Service

We help your customer service teams handle millions of customer issues on social channels and provide branded communities where your customers can self service and help each other. Our solutions not only help deflect service calls but enable seamless experiences for your customers.

Social Media Marketing

Plan, execute and analyze social campaigns on a single platform. Lithium helps you connect and engage with customers at the right time and create exceptional experiences for them, leading to increased revenue, lifetime value and brand loyalty.



Crowdsourcing Ideas

Harness the wisdom of the crowd to build better products and take them to market in record time. Lithium helps you crowdsource innovation through idea exchanges and mine social conversations for customer insights.

The path to digital success

We see social technologies as a means, not an end. The right skills and knowledge are also critical ingredients for success.

Our in-house experts have helped more than 400 iconic brands launch and manage digital channels, each with their own unique requirements. We apply best practices honed from over 15 years of experience, providing a level of expertise and assurance that no one else can deliver.

Company Overview

Industry alliances and channels

Lithium has established partnerships with leading organizations to drive strategic value for our customers:



Lithium is a privately held company, headquartered in San Francisco

Founded: 2001

Global offices:
 Austin, TX (US)
 Portland, OR (US)
 New York, NY (US)
 London (UK)
 Paris (FR)
 Singapore (SG)
 Sydney (AU)
 Zurich (CH)
 Bangalore (IND)

Employees: 400+

Management team

- **Pete Hess**
Chief Executive Officer
- **Dayle Hall**
SVP of Marketing
- **Doug Grigg**
Chief Sales Officer
- **John McClane**
VP of Customer Success
- **Celia Bauer**
VP of Legal Affairs
- **Raju Malhotra**
SVP & CTO
- **Mike Betzer**
Chief Customer Officer
- **J.C. Herrera**
SVP, Human Resources
- **Nick Hill**
VP of Product

To learn more

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

Lithium

© 2018 Lithium Technologies. All Rights Reserved.

*Forrester Research, Inc., "The Forrester Wave™: Social Media Management Solutions, Q2 2017" by Erna Alfred Lioukas and Jessica Liu, June 12, 2017.

***IDC, "IDC MarketScape: Worldwide Online Communities 2016 Vendor Assessment" by Vanessa Thompson, Mary Wardley, September 2016.