Success.

Yes, you can get results with social.

Results from social?

Why, yes.

Lithium builds brand nations—vibrant online communities full of passionate social customers—for the world's best brands. But, even better, we help our clients engage their customers to deliver real results back to the business.

Results including:

- Reduced customer service expenses
- Influencing new purchase decisions and driving sales
- Designing and building innovative new products
- Creating, curating, and growing relevant content and traffic
- Advocating for the brand and expanding reach

Naysayers stand down.

We can prove it.

Retail

Best Buy is a multinational retailer of technology and entertainment products and services, with operations in the Americas, Europe, and China. Around 155,000 employees apply their talents to help bring the benefits of the Best Buy family of brands to life for customers through retail locations, multiple call centers and websites, in-home solutions, product delivery, and online communities.

Read the full Best Buy story at **lithium.com/best-buy-success**

Community generates $5M value

in support savings and sales advocacy annually

95% of conversations

are **peer to peer support**

> We have a community out there asking questions and getting excellent answers from other community members, as well as from blue shirts and Geek Squad members. We can readily translate that activity into decreased calls and reduction in support costs.

-Gina Debogovich, Community Manager & Social Strategist at Best Buy

Software

Cozi is a free, web-based organizer that helps families manage crazy schedules, track shopping and to-do lists, organize chores, and share memories. Its thriving, brand community is also brimming with useful discussions and content, like meal planning resources or calendars of the best up-and-coming, family-friendly movies.

Read the full Cozi story at **lithium.com/cozi-success**

Carol Schiller Social Media Director at Cozi

Usually you'd have to be at a much bigger company with a much bigger budget to get this level of insight. We're able to compete with bigger guys by using this tool. For us, it's a significant spend, but it's worth it because we want to lead in our space.

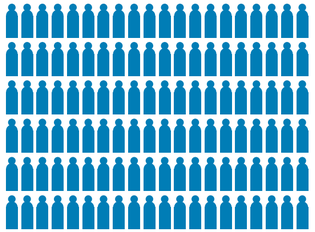
1 hour ago.

High Tech

HP is the world's largest technology company, and its products span printing, personal computing, software, services, and IT infrastructure. HP's incredibly successful social engagement spans 24-Hr Expert Day events, peer-to-peer expert support, blogging, customer engagement, and real-time feedback on products, both business and consumer.

Read the full HP story at **lithium.com/hp-success**

30MM



customers served

Superfans

=

52%
Accepted Solutions

54%
Kudos received

7 languages
200 countries

Community handles
20%
of customer care globally

Vistaprint

Vistaprint is a leading online provider of professional business marketing services and printed products for the home and family. Vistaprint uses Lithium Social Media Monitoring to get a complete picture of its social engagement landscape, including what its customers and competitors are saying.

Services

Read the full Vistaprint story at **lithium.com/vistaprint-success**

Tracked $30,000 in social revenue in one year

Jeff Esposito Manager, PR & Social Media at Vistaprint

When you understand the social conversation and how to engage with it correctly, when you can measure the outcomes, you can directly impact your bottom line.

5 minutes ago.

movistar

Movistar is the Spanish and Latin American brand of Telefónica, one of the world's largest integrated telecom operators. The Movistar community helps its customers find the right technical and business answers fast.

Telecom

$5.75m in call deflection **savings** annually

Instant feedback during product release

Community **Grand Master** has **5,000 posts** and over **56,500** minutes online

REDFIN

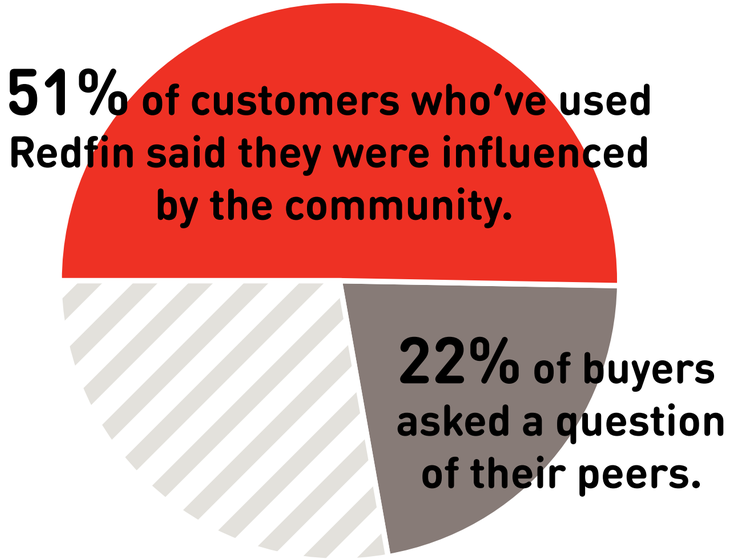
Real Estate

Redfin is the real estate industry's first online brokerage, combining a customer-focused team of real estate agents with online tools and community for empowering consumers and making the process of buying or selling a home easy. Their mission is to use the Internet to give home buyers and sellers more information with less hassle, better service, and new money-saving choices.

Read the full Redfin story at **lithium.com/redfin-success**

We started Redfin to make the whole process of buying or selling a home more transparent. Hosting a Lithium-powered community for thousands of consumers to discuss market conditions, best practices and customer-service problems gives any regular Joe the inside dope, shifting the balance of power between real estate agents and consumers. And it has created an army of Redfin fanatics. Redfin's customer network is comprised of our best marketers, sales people, and product designers, allowing a resource-constrained business to operate on a far larger scale.

-Glenn Kelman, CEO at Redfin



BlackBerry smartphones and services are used by millions of customers around the world to stay connected to the people and content that matter most throughout their day. Research in Motion, Ltd. (RIM) is pioneering social support techniques centered around their support communities to help their customers stay connected, solve issues, and create opportunities for real-time feedback.

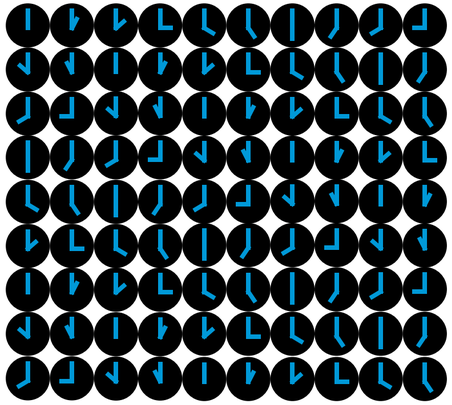
High Tech

Read the full RIM story at **lithium.com/rim-success**

140,000

"top ten" posts by superfans

Superfans spend 900 hours each month



assisting others

SEPHORA

Retail

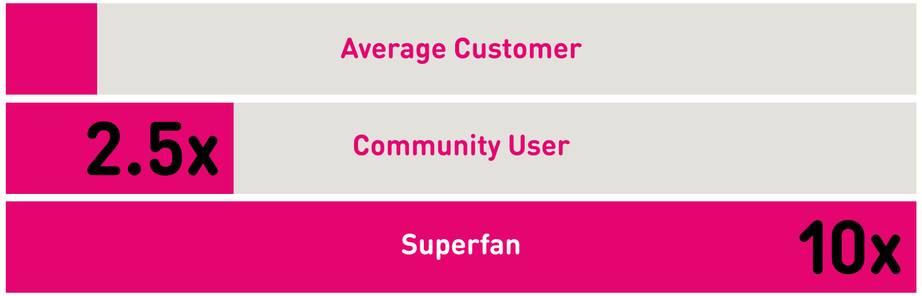
Sephora (owned by Louis Vuitton Moet Hennessy - LVMH) is the leading chain of cosmetics stores in France and has a presence in 13 other countries. In the United States, there are over 250 Sephora stores and over 200 locations inside JC Penney stores. Sephora is highly regarded as a beauty trailblazer thanks to its unparalleled assortment of prestige products, unbiased experts, an interactive shopping environment, and social media engagement through channels like their Beauty Talk community.

Read the full Sephora story at **lithium.com/sephora-success**

"We built our Beauty Talk community on our website and, as we opened our doors, it was flooded with clients dying to talk about beauty with each other. It was exactly what we wanted. What we found was that clients were not only trying to talk with us, they were trying to talk with each other. And they were actually engaging in ways we had no idea they would.

-Bridget Dolan, VP of Interactive Media at Sephora

Customer Spending



swisscom

Telecom

Swisscom is Switzerland's leading telecom provider with 5.9 million mobile customers and over 1.5 million broadband connections. The Swisscom Care community gives customers the opportunity to network with other clients, help solve each other's issues, and give real-time feedback to Swisscom. Swisscom's community efforts have been recognized with the esteemed Swiss CRM Innovation Award and the Golden Headset Award.

40% of content created by **25** Superfans

2x community traffic over traditional help pages

> We are proud to be the first company in Switzerland generating and detecting economical benefits with social. Furthermore our customers in the support community are much more creative than we could ever be.

-Markus Eberhard, Head of Selfcare at Swisscom

Telecom

Verizon is a global leader in delivering innovative communications, information and entertainment. It has always used its customer community as a main area of customer insight, with nearly 90,000 members actively sharing their opinions on Verizon products and services for the past three years. Verizon has turned this insight into actively collaborating with customers to design and build products that are community suggested.

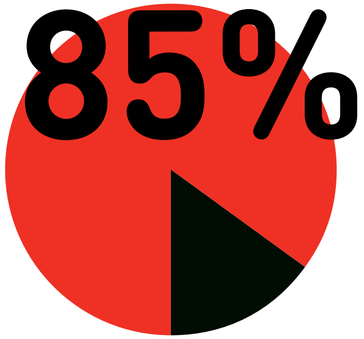
Read the full Verizon story at **lithium.com/verizon-success**

Becky Carroll Community Manager at Verizon

The Verizon Community has now become fully ingrained in our product management processes. It has helped Verizon get closer to the customer, gain insights to help us take action, look for issues needing attention (early detection), and improve customer retention.

2 hours ago.

In less than 1 year.



of Verizon's IMG 1.9 software was

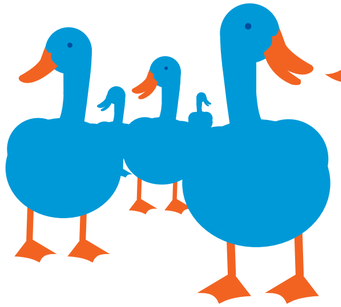
customer suggested

Aflac

Financial

Aflac is the largest provider of supplemental insurance in the United States and the largest life insurer in Japan. In 2011, Fortune Magazine named Aflac one of its Most Admired companies, and for the 13th consecutive year, they were named in the 100 Best Companies to Work for in America. The Duck Pond is a closed community forum where Aflac's online billing accounts can connect, share, and learn from other Aflac account administrators by asking questions, providing answers, and submitting ideas online.

Read the full Aflac story at **lithium.com/aflac-success**



Customer suggestions reduce call volume, improve account retention, and enhance customer experience.

Online payments increase 3% = $95,000 in savings annually

LINKSYS® by Cisco

Linksys is a division of Cisco offering a wide variety of consumer and small office VoIP and networking solutions such as routers, switches, and storage systems. Four million users visit Linksys' support community each month to exchange ideas, tips, and information.

High Tech

Read the full Linksys story at **lithium.com/linksys-success**

Community Saved Xmas

As the result of an earthquake, the call center was offline. Community traffic went up 50% overnight and absorbed the effect of the disaster.

After 1 year

community
took the place of
email support

120,000
cases deflected
a month

Pitney Bowes

Celebrating its 90th year of innovation, Pitney Bowes is a $5.6 billion company employing 33,000 worldwide to provide software, hardware, and services integrating physical and digital communications channels. Pitney Bowes' community helps deflect support calls whenever the USPS changes its postage rates.

Services

Read the full Pitney Bowes story at **lithium.com/pitney-success**

"Calls from customers about updating their postage meters have always spiked in May. This led to the creation of our community. Initially we posted topics there about how to change postage meter presets, but we were still flooded with support calls. After listening to how customers discussed their concerns online, we rephrased our topics in customer terms—their language, not our jargon. Rate change calls are now virtually nonexistent.

-Mike Hardy, Strategic Communications Manager at Pitney Bowes

TomTom is the world's leading provider of in-car location and navigation products and services. As their product suite continued to expand, TomTom realized traditional support alone was not going to be a scalable solution for their customers—who were increasingly turning to the web for answers. TomTom quickly managed this challenge and capped support costs by building a rich and vibrant community filled with peer-generated solutions and active brand advocates.

High Tech

Read the full TomTom story at **lithium.com/tomtom-success**

Kenneth Refsgaard Community Manager at TomTom

We thought it would take months before we had a vibrant community with active brand advocates answering all the questions — but it all came together on day two! Using the Engagement Center ROI tally (tweaked with our own cost-per-incident), in our first two weeks, we handled 20,000 cases and delivered a value of 150,000 USD.

2 hours ago.

In **1 month**
community handled
20,000 cases = **$150k in savings**

When it was founded in 1978, The Home Depot began changing consumers' perspectives about how they could care for and improve their homes. The company created the do-it-yourself concept, spawning an entire industry that now spans the globe. Today, they have brought that philosophy online with The Home Depot's 'How to' Community.

Retail

Read the full Home Depot story at **lithium.com/home-depot-success**

25 orange aprons are community superfans

Brad Shaw SVP Corporate Communications at The Home Depot

Virtually everything we do in our Home Depot stores – from product and project know-how to actual sales – can be brought to life in vivid new ways through our online community. We provide our customers the best of what our stores have to offer but in the way they want to consume information today—on their terms, anytime.

1.5 hours ago.

O2

Telecom

Telefónica Germany and its brands O2 and Alice belong to Telefónica Europe and are part of the Spanish telecommunication group, Telefónica S.A. In Germany, it offers more than 20 million customers postpaid and prepaid mobile telecom products as well as innovative GPRS and UMTS mobile data services, DSL fixed network telephony, and high-speed internet. Their vibrant support community helps customers answer questions all across their voice, mobile Telecom broadband, and DSL services.

"The community brings us much closer to our customers. It helps us to understand their needs even better—especially in services & information. This knowledge is not only used for online channels but also for the service channels that benefit from the community as well.

-Daniel Sper, Community Manager at Telefónica Germany

Positive ROI
in just 3 months

900
customer ideas
in 6 months

TVG

TVG is the interactive horse racing network that combines live, televised coverage from over 150 tracks worldwide with the convenience of wagering online, phone, mobile, or through your TV. The TVG Community connects enthusiasts around their favorite subject, racing.

Media/Entertainment

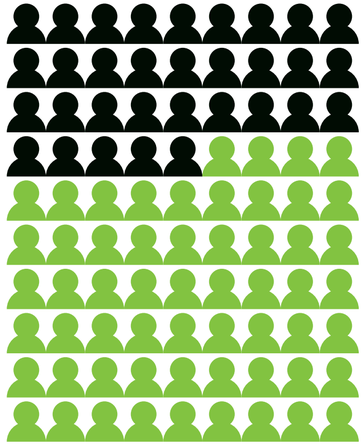
Read the full TVG story at **lithium.com/tvg-success**

Community members

spend

36% more

than non members



64% of community members

have wager accounts

"Looking at community members before and after joining the community, we can demonstrate that membership in the community has positively impacted wager activity.

-Zoe Rem, Community Manager at TVG

lenovo™

Lenovo is an innovative, international technology company that produces hardware and software solutions and ranks as one of the largest personal computer companies in the world. The Lenovo communities are helping its customers 24/7, around the world, to solve their technical questions.

High Tech

Read the full Lenovo story at **lithium.com/lenovo-success**

30 superfans = 1200 knowledge base articles

44% of Accepted Solutions

★★★★★

Superfans redesigned Lenovo's rank and reputation program.

FUTURE SHOP

Future Shop is Canada's largest retailer and e-tailer of consumer electronics. Future Shop is dedicated to providing customers with expert technology advice both in stores and online in their Lithium-powered Tech Yeah communities.

Retail

Read the full Future Shop story at **lithium.com/future-shop-success**

"Lithium Ideas is a great step forward in how we gather and process feedback to improve both our online and in-store experiences. When we set out to develop an online customer community for the company, our main goal was to enhance the online experience for our customers. The community has become one of the top visited pages on our website. With Lithium's help we have been able to provide our customers a valuable avenue to engage with each other around the products we provide. In return, we have been able to leverage insight from the community back into all areas of our company, including buyers, merchants, marketing, and operations. We're both benefiting from and extending our customer engagement.

-Robert Pearson, VP of e-Commerce at Future Shop

FICO™

Financial

myFICO is the consumer division of FICO, the company that created the FICO credit score that lenders use. myFICO offers informative credit products and independent advice from knowledgeable and passionate volunteers, that help people achieve and protect their overall financial health.

Read the full FICO story at **lithium.com/fico-success**

By year three

forum members spend

41% more

on FICO products

850K customers served

10%

improvement in call deflections **annually**

"It's certainly risky to have people talking about you, and we are conservative by nature, but we figured that all companies with forums live with similar concerns. We are careful to monitor the forum, and we have been pleasantly surprised by the level of education and sophistication of the contributions. People understand that this is not a forum to advertise products or services, or be negative. Much of that can be attributed to the quality of the site, the organization of the information, and the cleanliness of the layout.

-Barry Paperno, Manager, Customer Service at FICO

ROGERS™

Telecom

Rogers Communications Inc. is Canada's top communications and media organization. Rogers Wireless is Canada's largest wireless voice and data communications services provider. A company devoted to corporate social responsibility, Rogers is included in the Jantzi Social Index, a stock index of 60 Canadian companies that pass a set of broadly-based environmental, social, and governance criteria.

Read the full Rogers story at **lithium.com/rogers-success**

"Despite our limited resources, the community sprang to life immediately and was moderated by the help of technically savvy superusers in the first three months.

-Eryn Billings, Community Manager at Rogers Communications

at&t

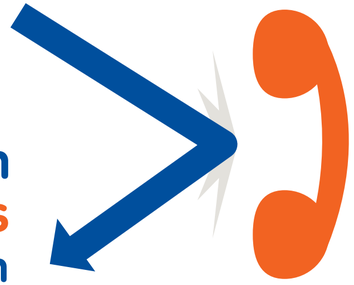
Telecom

AT&T's mission is to connect people with their world, everywhere they live and work. This leading global telecom is engaging millions of customers socially through its community, to ensure they get the answers they need, oftentimes without ever needing to pick up the phone.

Read the full AT&T story at **lithium.com/att-success**

In one year
the AT&T Customer Care Social Media team
resolved
21,000
customer issues.

16%
improvement in
call deflections
month over month



NATIONAL INSTRUMENTS™

National Instruments transforms the way engineers and scientists design, prototype, and deploy systems for test, control, and embedded design applications. Using the thriving LabVIEW Ideas community, NI's customers and R&D teams help suggest, shape, and refine their software in real time.

High Tech

Read the full National Instruments story at **lithium.com/ni-success**

more than

12

customer submitted

features

per LabView release

KNIGHTS OF NI

program created for superfans

Community

R&D Product

Deep integration with R&D team

Archana Shrotriya AE Web Operations Manager at National Instruments

By embracing our customers' opinions in an open, public idea exchange, NI has made co-innovation an important step in our product development cycle which has enabled us to create better and more useful products.

3 hours ago.

giffgaff™

Telecom

giffgaff is a 'sim card-only' mobile virtual network operator in the UK. They do things differently than the big mobile networks — they're run by their members. Members are rewarded for managing parts of the business, like answering community questions, recruiting new members, or promoting the company. This means giffgaff keeps costs low and passes savings back to members. Part of Telefónica O2, giffgaff is a fully independent company and runs its service on the O2 network.

Read the full giffgaff story at **lithium.com/giffgaff-success**

Robbie Hearn Head of Member Experience at giffgaff

We are not a company with a community. We are a company that could not exist without its community.

3 hours ago.

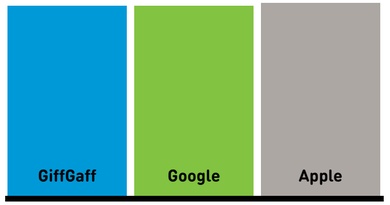
100%

of questions are answered by community members in an average time of

93 seconds

NPS=73%

(Net Promoter Score)



one of the highest scores in the world

Got your attention?

Visit us at:
lithium.com/my-success

Lithium