



LITHIUM TECHNOLOGIES

Community Integration with Salesforce.com

Enhance the Customer Experience

In an era where customer expectations are dramatically increasing, where do your customers go for service, product reviews, and the latest on your offerings? In growing numbers, they turn to search engines and to each other online for answers. The Lithium platform simplifies how people get answers and empowers them to share their experiences, building trust between brands and people.

Lithium integrates with Salesforce.com to combine customer activities and established workflows for your company to take action. This Lithium integration with Salesforce.com drives tangible business value by helping you dramatically lower your support costs, drive revenue, and accelerate innovation based on the voice of your customers.

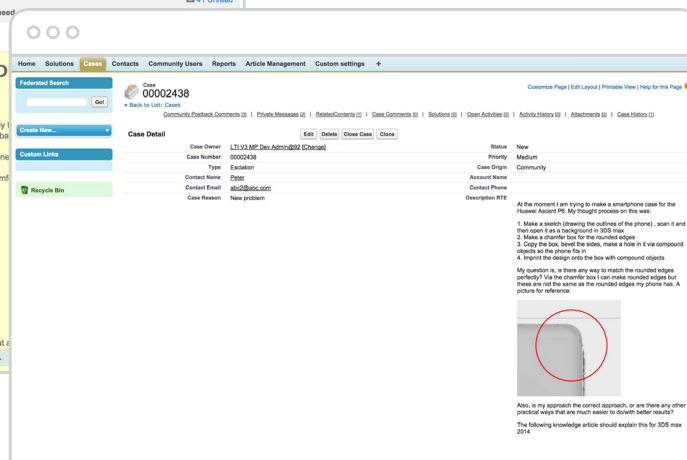
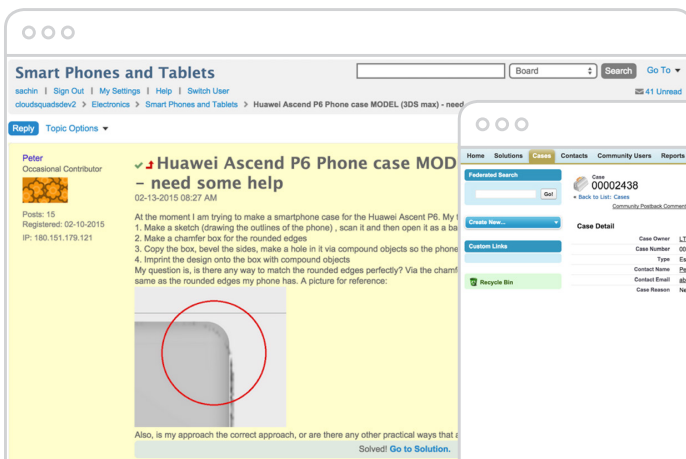
To take full advantage of social connections with customers, and to deepen your understanding of your customers' needs, you need to integrate your online communities with your existing systems. The Lithium Community Integration with Salesforce.com helps to unlock the value of your total community to inspire your customers to innovate, promote, and support on the company's behalf.

Integration that Delivers Results

Increase customer satisfaction by importing community data such as reported issues, solutions, and product recommendations into Salesforce, and leveraging your existing business logic to route and respond from Salesforce directly to the community.

Reduce the cost to generate knowledge base solutions by importing community-driven content into Salesforce solutions.

Service managers can view interesting and relevant content pushed from the community and easily integrate it into the Salesforce Knowledge Base for use by other agents.



Integration Features

- Managed Package (available via AppExchange)
- Closed-Loop Support
- Leverage community content in Salesforce
- Escalation to Salesforce.com cases
- Enhanced, federated search
- Integrated Community Analytics and user profile data in Salesforce dashboards
- Unified Customer Activity View for agents
- Integrate and manage multiple Community instances via a single Salesforce instance
- Knowledge Article management using community content

DRIVE SALES AND INCREASE BRAND LOYALTY

Community member data and activity seamlessly integrate with your Salesforce contact records. Sales can engage in highly relevant conversations based on a prospect's community activity to drive deals

Community User Detail	
First Name	Sachin
Contact	Sachin Katiyar
Email Address	sachin@cloudsquads.com
Rank	Community Manager
Registration Time	2014-07-04T04:32:28
Community Avatar	
User Profile Avatar URL	https://cloudsquadsdev2.stage.lithium.com/5/image/servepage/avatar: name=sachin/avatar: theme=candy/avatar-collection/animals/avatar: display=smallprofile
Last Name	Katiyar
Community User Name	sachin
Lithium User ID	3
Roles	Administrator, Moderator
Is User Deleted?	false
Community User SSO ID	
Community ID	cloudsquadsdev2
▼ Additional Details	
User Homepage	
Biography	
Community User URL	
Location	
Administrative Notes	
▼ Community Metrics	
Avg. Message Rating	0.0000
# of Posts Authored	4,542
# of Logins	3,792
Last Visited On	2015-04-08T10:11:54
# of Messages Read	9,304
# of Page Views	36,901
# of Private Messages Sent	17
Total Minutes Online	79,343

ACCELERATE MANAGEMENT DECISIONS

Management can get a pulse on customer issues by leveraging Salesforce data and community conversations to take immediate action and address issues faster.



To Learn More

For additional information about Lithium's platform and integrations, please visit lithium.com.