

# Best Practices

Dave Evans, VP Social Strategy for Travel and Hospitality, Lithium  
with Ben Kay, Thames Water

Presented by **Lithium**



# Dave Evans

VP Social Strategy, Lithium



LIVE  
2018

Presented by **Lithium**

## AGENDA

---

Today is about helping you get  
more out of what  
you already have.

(And then showing you where you can go.)

## FUN FACT

---

Way too many are not maximizing their current customer engagement platform features.

(Meaning, you're throwing money away.)

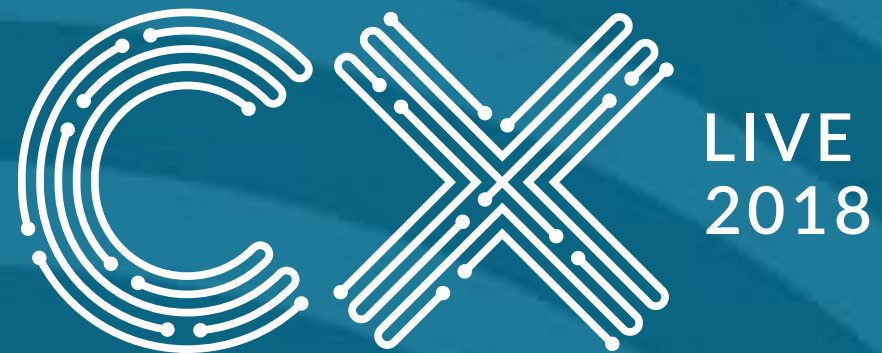
# IMPACT/EFFORT MATRIX





# Ben Kay

Head of Digital, Brand and Marketing,  
Thames Water, UK



Presented by **Lithium**









TAP

TASTIC

NOT

PLASTIC



Inco

30k

20k

10k

0



ep 24

# SOCIAL HELPS US WORK WITH OUR CUSTOMERS TO BUILD A BETTER FUTURE

## Inform

Relevant timely valuable information to affected communities in times of crisis



## Respond

Giving our customers personalised information when they need it



## Identify

Spotting (and caring for) customers in vulnerable circumstances



## Engage

Creating a dialogue with our customers to support long term behavioural change



## YOUR NEXT STEPS

---

1. Go to the Lithium Community and Campus
2. Take your trainings
3. Contact your CSM and request a review

Do more with what you already have,  
and go places you didn't think possible.