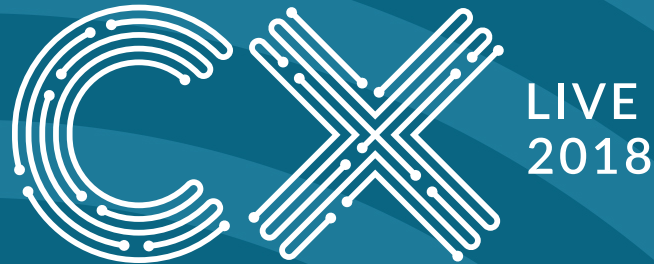


Uncovering & Measuring Business Value from Lithium's solutions

Grigor Kotzev

Global Lead Business Value Engineering



Presented by **Lithium**

AGENDA



1. Business Value Engineering
2. Value Perception
3. Value for your organization
4. Value Models & Methods For Measurement
5. Q&A

THE BVE TEAM



Presented by **Lithium**



Eric Fenessy
Business Value Engineer
Melbourne - Australia



Jake Roadhouse
Senior Value Engineer
Santa Fe - USA



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Global Team Lead
Paris - France

A CLARIFICATION

VALUE \neq ROI



HOW DO YOU VALUE LIFE?



PRICELESS!

Human Life Value

One of your most important assets is your ability to earn a paycheck. This calculator is designed to help you understand today's value of your future earning. Use this calculator to determine your economic value for your loved ones... your Human Life Value.

[Calculate](#) [View Report](#)

Human Life Value

Human Life Value Inputs :

Years until retirement:	<input type="text" value="25"/>	0	16	33	50
Current annual income:	<input type="text" value="\$80,000"/>	\$0	\$10k	\$100k	\$500k
Return on investments:	<input type="text" value="5%"/>	0%	4%	8%	12%
Expected annual inflation rate:	<input type="text" value="2.9%"/>	0%	4%	8%	12%
Expected income growth:	<input type="text" value="3%"/>	0%	4%	8%	12%

Value calculated as \$2,135,936

A bar chart comparing two values in thousands of dollars. The y-axis is labeled 'Thousands of Dollars' and ranges from \$0 to \$2,500. The x-axis has two bars. The first bar is dark blue and labeled '\$1,526,806'. The second bar is purple and labeled '\$2,135,936'. A legend on the right indicates that the dark blue bar is 'Adjusted for income growth' and the purple bar is 'Adjusted for inflation and income growth'.

Category	Value (Thousands of Dollars)
Adjusted for income growth	\$1,526,806
Adjusted for inflation and income growth	\$2,135,936

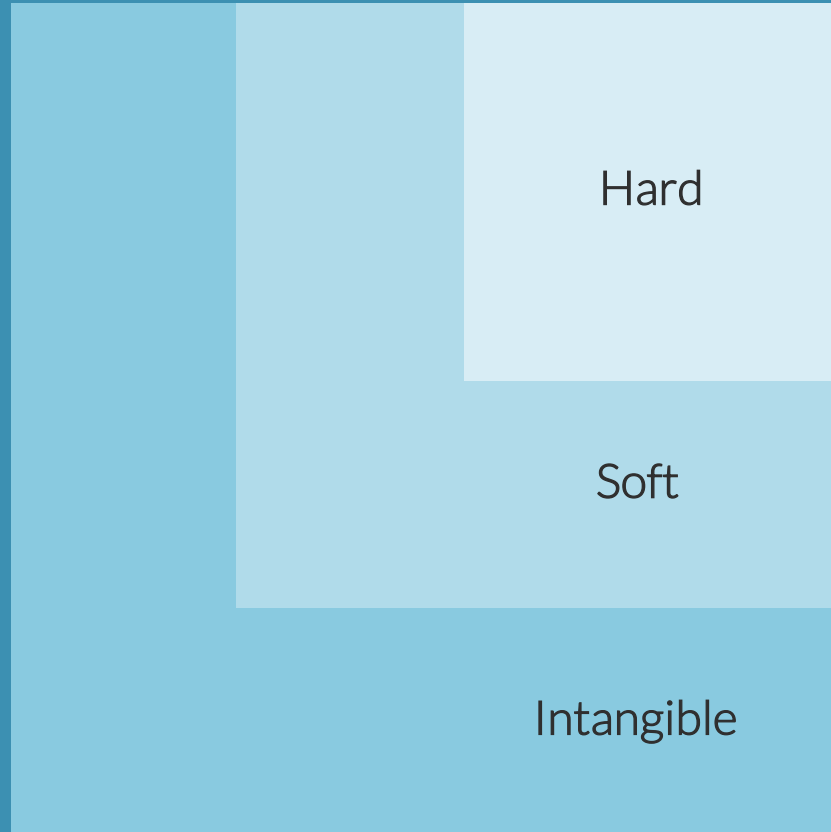
\$2.1M

HOW DO YOU VALUE LIFE?



"One thing I didn't understand in life, I had \$100M in the bank & I couldn't buy happiness. I had everything, but was depressed. Then I found family & friends & I learned the value of life." -Vanilla Ice

TYPES OF BUSINESS VALUE

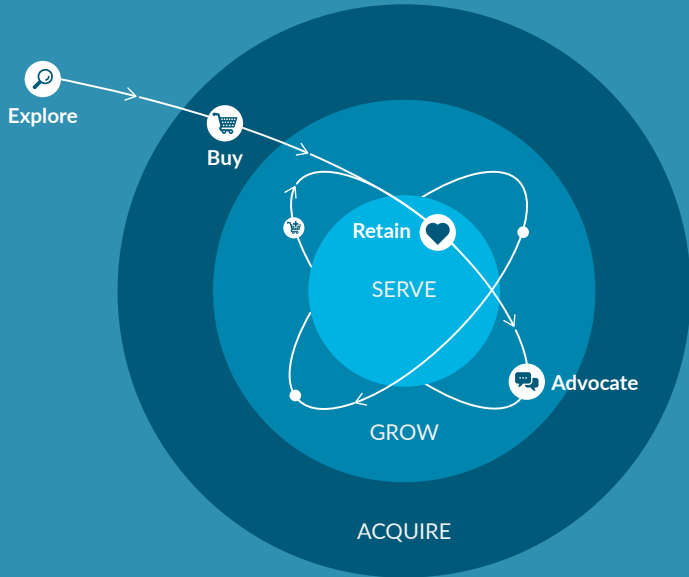


VALUE BY AUDIENCE

Role	VP CUSTOMER CARE	VP CUSTOMER EXPERIENCE	CHIEF CUSTOMER OFFICER	HEAD OF REVENUE	HEAD OF MARKETING	CIO/VP IT
Executive Priority	LOWER COSTS	INCREASE SATISFACTION	INCREASE LOYALTY	INCREASE SALES	INCREASE ACQUISITION	TECHNOLOGY CONTROL & CONSOLIDATION
Key Performance Indicators	# SUPPORT INQUIRIES / MONTH	CSAT	% CUSTOMERS WHO CHURN / YEAR	\$ ANNUAL REVENUE / CUSTOMER (ARPU)	# MONTHLY UNIQUE VISITORS	TCO FOR IMPLEMENTED TECHNOLOGIES
	\$ AVG COST / INQUIRY	TIME TO FIRST RESPONSE	NET PROMOTER SCORE	\$ AVG ORDER VALUE	REFERRAL TRAFFIC (E.G.% UNIQUE VISITORS FROM SEARCH)	ROI FOR IMPLEMENTED TECHNOLOGIES
	AGENT EFFICIENCY	% CUSTOMERS WHO CHURN / YEAR	CUSTOMER LIFETIME VALUE (LTV)	AVG CONVERSION RATE	DIGITAL ADVERTISING METRICS (E.G. CLICK THROUGH RATE)	MEET SLAs (SVCE & SECURITY)
	# CALL DEFLECTIONS			COST PER ACQUISITION	SHARE OF VOICE	ON-TIME DELIVERY OF PROJECTS
			% CUSTOMERS WHO CHURN / YEAR		# LEADS (B2B COMPANIES)	

LITHIUM PLATFORM VALUE DRIVERS

Global Platform



Help customers get **ANSWERS** rapidly
in the digital channel of their **CHOICE**

Value drivers

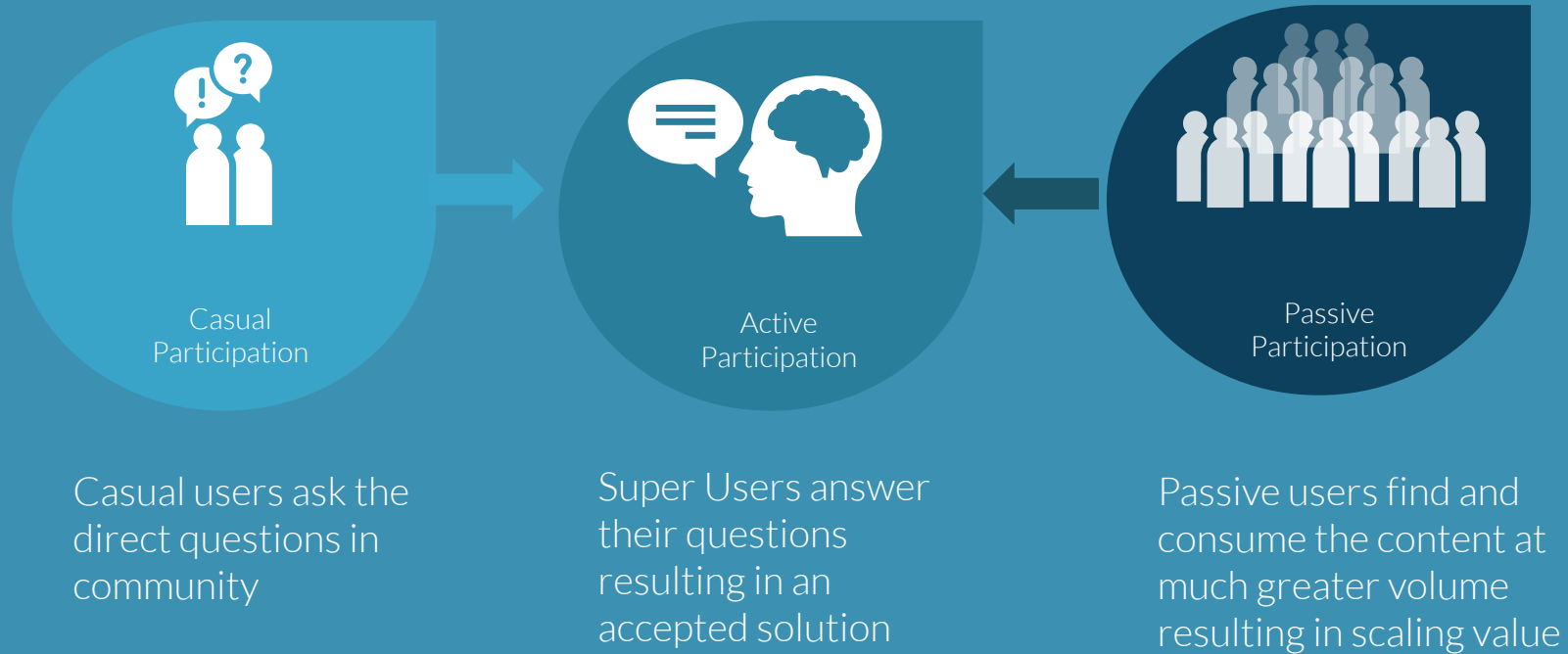


to increase satisfaction, loyalty &
LIFETIME VALUE

Community Contact Deflection



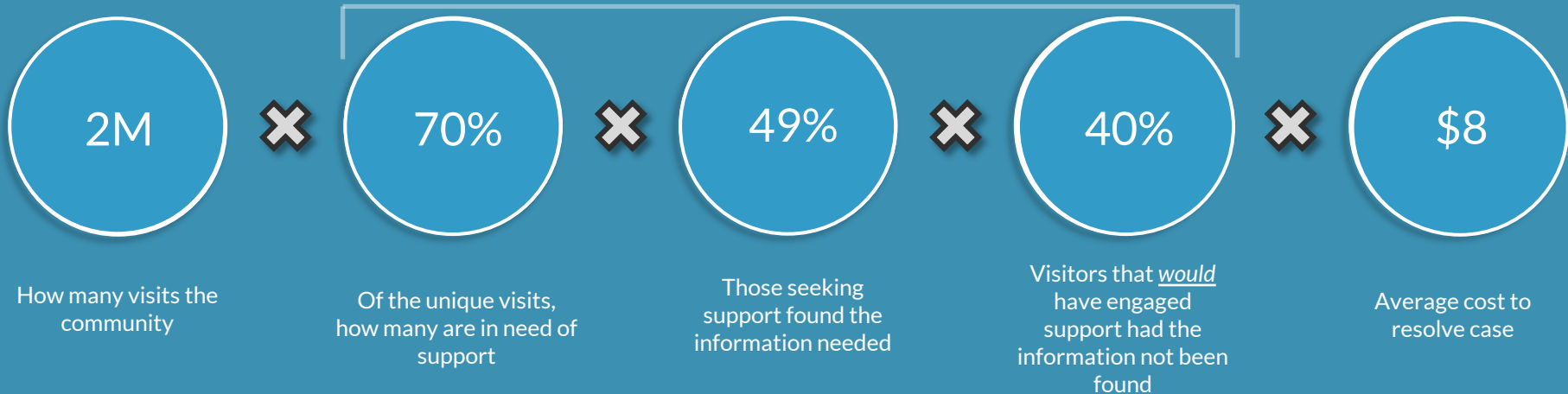
COMMUNITY RESOLUTION



COMMUNITY SUPPORT CONTACT AVOIDANCE

Method 1

Survey Data



Deflection Value: \$2.2M

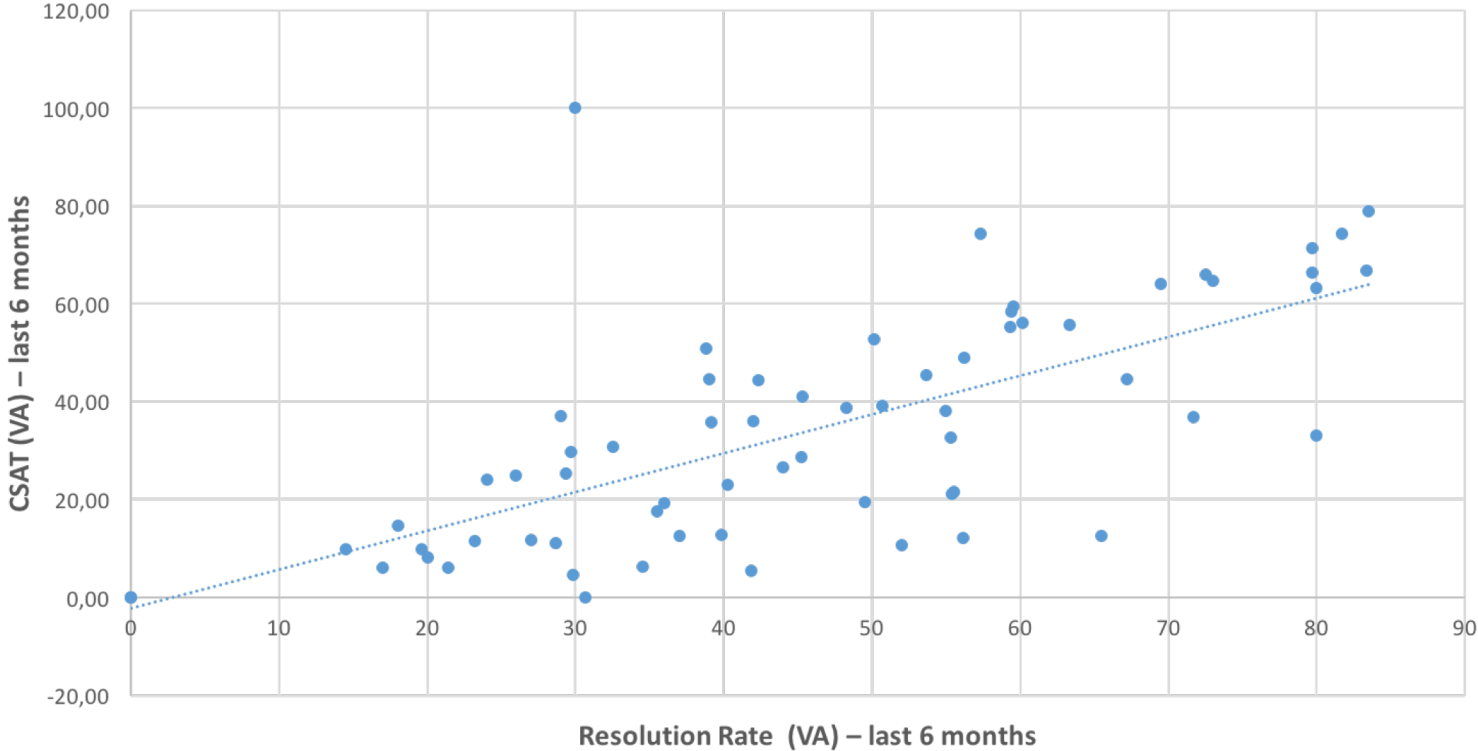
\$54M annual deflection savings

VALUE ANALYTICS BENCHMARKS

Industry	Seeking Support	Resolution Rate	Deflection Rate
CSP	72.6%	32.2%	39.4%
High Tech B2C	71.7%	63.9%	31.1%
High Tech B2B	80.5%	45.8%	33.5%
Financial Services	63.4%	52%	44.6%
Other	60.5%	49.5%	49%
Averages	69.7%	48.7%	39.5%

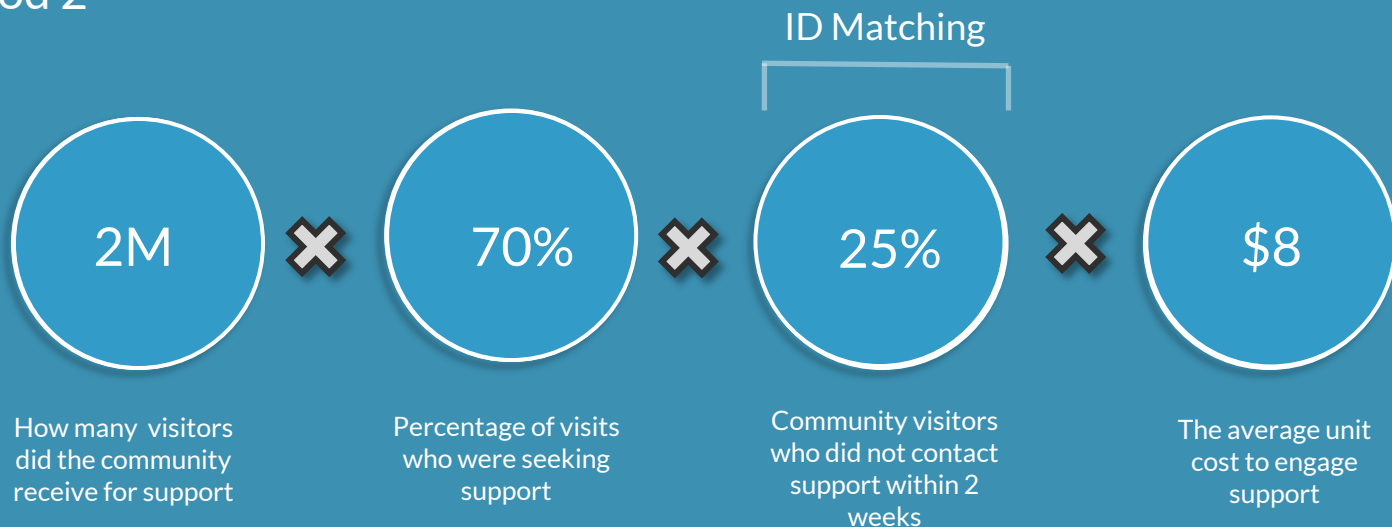
RESOLUTION & CSAT

CSAT vs Resolution (every blue dot is a community)



COMMUNITY SUPPORT CONTACT AVOIDANCE

Method 2



Deflection Value: \$2.8M



25% of support calls deflected

Community SEO Value



COMMUNITY SEO VALUE



\$2.24M from SEO Value

SEO Value: \$600K

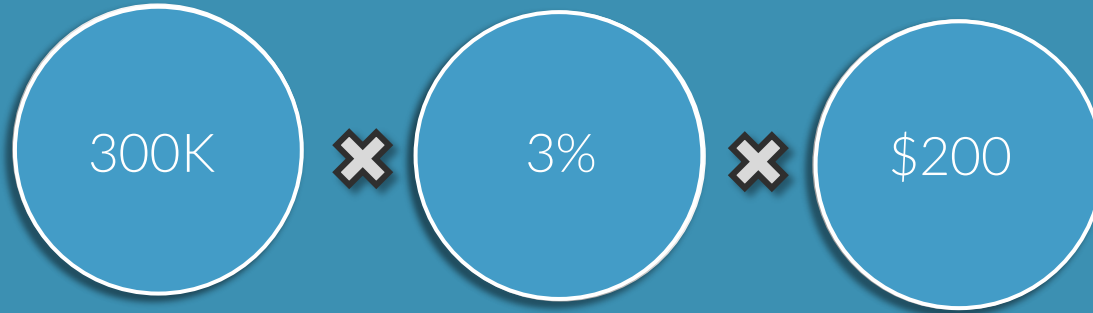
*Low estimate. Ranges from 20c- >\$10 depending on industry/marketing tactics

Community Revenue Attribution



DIRECT ATTRIBUTION VALUE

Method 1



Traffic which visits directly brand domain to convert from community URL*

Online conversion rate*

Value of converting a visitor to a product or service*



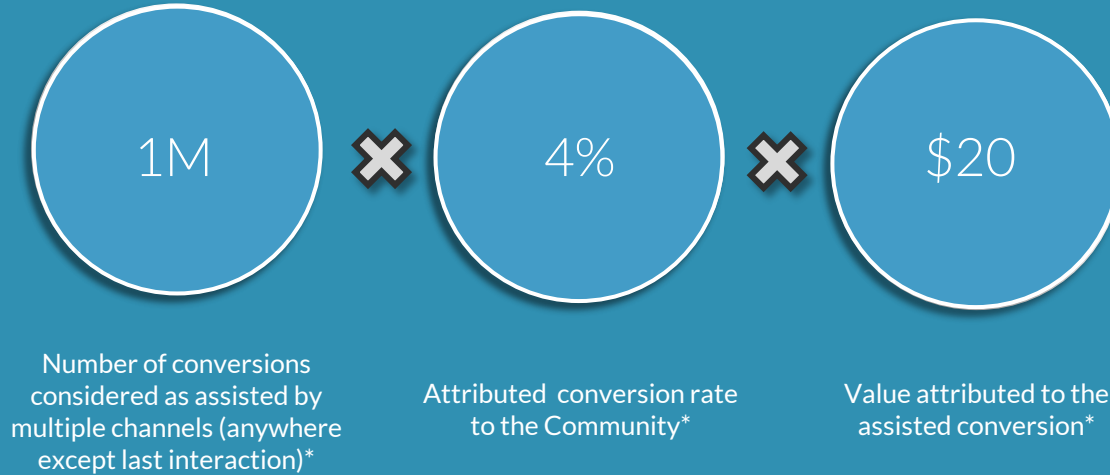
Attributed Revenue Value: \$1.8M

*Data obtainable from web analytics tools

\$2.8M additional revenue

COMMUNITY ASSISTED ATTRIBUTION VALUE

Method 2



Attributed Revenue Value: \$800K

*Data obtainable from web analytics tools such as GA

INCREMENTAL REVENUE FROM MEMBERS

Method 3



SEPHORA

Community members 2X spend of non-members
Superusers 10X spend of non-members

Revenue Value from Members: \$4M

*Member who has logged in at least once within period

** Requires customer data matched with community ID

Social Customer Care



VALUE DRIVERS IN SOCIAL CUSTOMER CARE



Costs

Reducing the cost to serve on Social channels



300% INCREASE
AGENT EFFICIENCIES
AFTER 3 MONTHS



IMPROVING TEAM
EFFICIENCY BY
3FTEs WITH A SLA
OF 30 MIN



SLA

Increasing Team efficiency while improving SLA



Brand

Brand Protection, Advocacy and Reputation



INCREASE IN
POSITIVE
SENTIMENT



CSAT

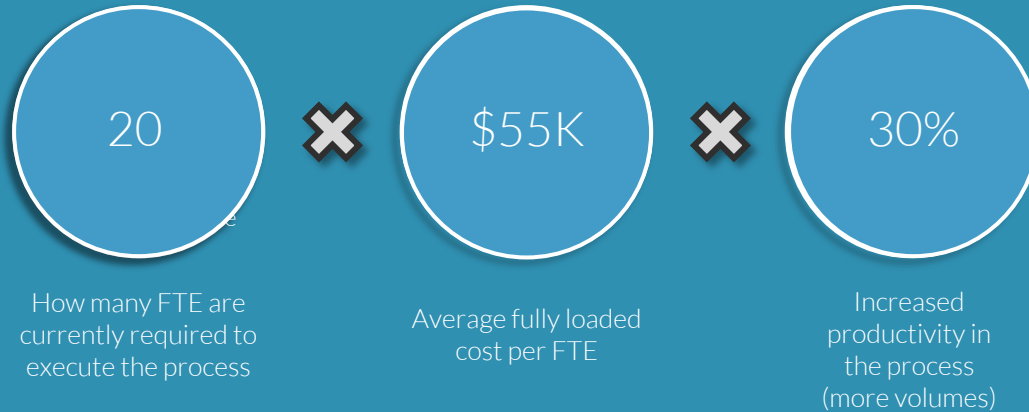
Responding effectively on Social increases CSAT



72% INCREASE IN
CHANNEL CSAT AFTER
LAUNCH

PROCESS OPTIMIZATION

The automation, routing and workflow capabilities allow SMM users to be more effective in their day to day work, and creates efficiencies in the global process (Social Care, Campaign publishing, Engagement).



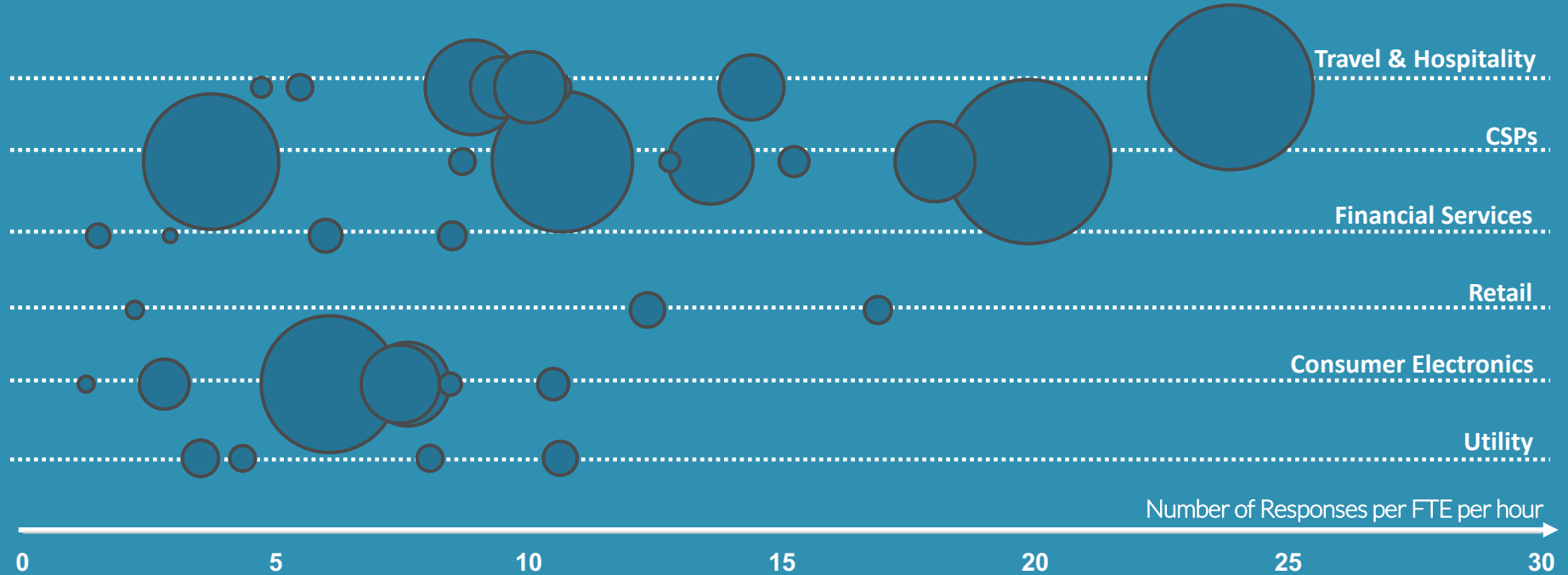
 **300% INCREASE**
AGENT EFFICIENCIES
AFTER 3 MONTHS



Process Optimization Value: \$330K

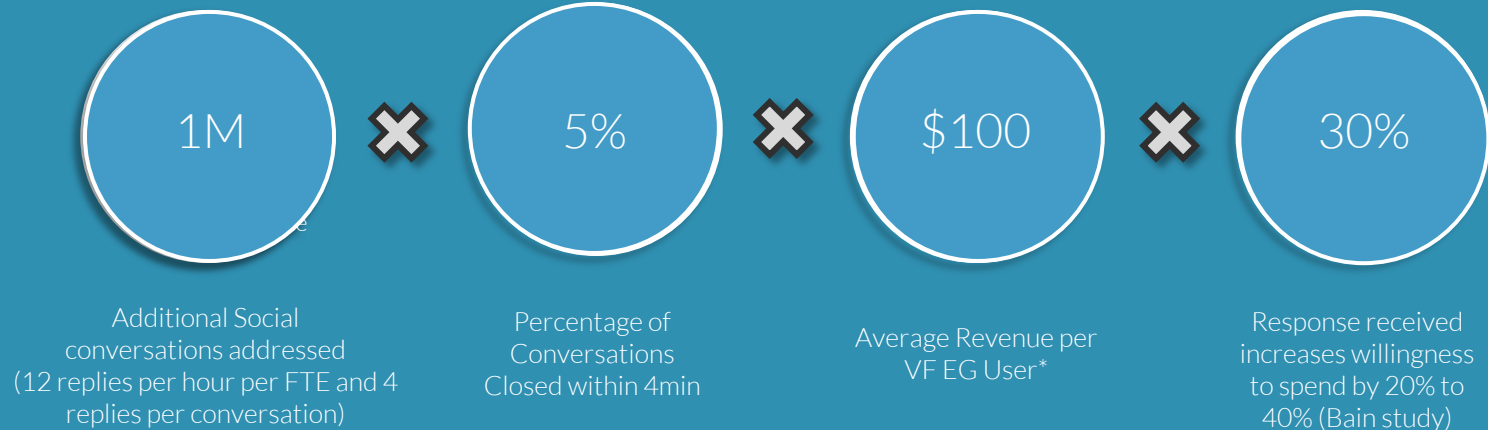
AGENT CAPACITY VIEW

Bubble size: Number of Responses per Month
X axis: Average responses per FTE per business hour (Median: 9)



SOCIAL RESPONSE CONTRIBUTING TO ADDITIONAL SPEND

Leverage Lithium Social Media Management to deliver fast, easy and personalized customer experiences will increase willingness to pay more 30% with a standard SLA. That will be exponentially higher for a SLA <4 min.



\$4.5M incremental lifetime value

Contribution to additional Value: \$1.5M

TAKE AWAYS

DECIDE

Decide what value means to your organization and executive team

DEFINE

Define your methods and models of measurement & identify required data and its sources

MEASURE

Deploy your measurement methodology on a regular basis on both hard & soft value and iterate as required

Q&A

The image features a solid blue background. In the center, the text "Q&A" is displayed in a white, sans-serif font. The bottom corners of the image are decorated with abstract, white, stylized line patterns that resemble circuit traces or data paths, with some lines ending in circular nodes.



THANK YOU