



“Ask an Expert” trial

## Challenges:

- Provide a more effective method for social media agents to efficiently escalate complex inquiries to relevant business experts
- Increase the quality of Sky's social responses
- Empower agents through effective collaboration with subject matter experts

## Solution:

Trial Lithium Social Web's “Ask an Expert” feature to enable:

- Connecting with experts directly
- Experts getting notified of the help requests and then providing help directly in the conversations
- Experts proactively monitoring conversations related to their area of expertise
- Agents' uninterrupted daily workflow

## Results:



agent efficiency increased

**83%** | improvement  
agent time per escalation



improved agent response times:

**50%** improvement in time to respond  
with answers to escalated inquiries



increase in expert answer rate:

**100%** answer rate for all escalated inquiries  
**21%** increase on previous process



an **easier process** for social agents  
to obtain expert knowledge and support



a **better quality** of social response

Lithium