



Data populated in community:

Entry submitted by _____ Company _____

Name _____ Title _____

Email _____

Type of Lithium Customer Community Social Media Management for Service
(check all that apply) Social Media Management for Marketing

Your Community and/or social channel URLs _____

Company Background Overview (100-word max) _____

Company image Please included your preferred company logo as a jpeg or png image. Preferred image size is 1024x512 _____

Entry Category

Digital CX All-Star

Social Marketing
Champion

Social Support
Champion

Support Savings
Titan

Topline Titan

Surprise & Delight

Digital Design
Excellence

Topline Titan

Digital Design
Excellence

B2B Community
Innovator

B2C Community
Innovator

Category Descriptions & Questions

Digital CX All Star: Recognizes a brand that creates consistent, frictionless customer experiences across digital touchpoints. Submissions should include strategies on how you connect customers, content and conversations at the right digital moment. Provide best practices, examples and results on how leveraging technology (platforms, data, integrations, personalization, analytics) has powered a successful holistic approach to delivering world-class digital customer experiences. *(300-word max for each question)*

1. **Tell us about your digital customer experience:** When and why did digital CX become a focus and priority for your organization and what technology(ies) did you decide to implement to help you, and what problem(s) does it help solve?
2. **What are the benefits of having both a community and a social media management platform for your organization?** How does it improve your strategy for digital customer engagement?
3. **What are your digital results?** Please provide your business outcomes and results because of your digital customer experience approach in quantifiable metrics (e.g. revenue, Net Promoter Score, cost savings).
4. **Supporting visuals:** Please include any supporting visuals/graphics into your above answers. Insert them into this body, so we're clear on desired positioning of the graphics.

Social Marketing Champion: Recognizes a social campaign that has successfully acquired customers, served customers and/or grew a customer base. Include the campaign goal, strategy, plan, target audience, success metrics and the social technology(ies) that powered the campaign. Share content (video, blogs, Twitter screen shots, customer quotes) to show impact, creativity and results. *(300-word max for each question)*

1. **Tell us about your unique marketing campaign and/or promotion as well as your goal and key strategies.**
2. **Share your plan with target audience and how your digital technology (e.g. community and/or social media management platform) helped promote the campaign**
3. **What were the results? Tell us how it helped you acquire customers, serve customers and/or grow your customer base (increased subscribers, engagement increase)**
4. **Supporting visuals:** Please include any supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics. We will accept videos for this entry. All videos must be submitted as publicly viewable links on YouTube or Vimeo.

Social Support Champion: Recognizes a brand that has executed excellent social customer service/support at scale. Include the ways you are engaging customers when and where they need you to and how your social agents/teams have reduced service costs and increased customer satisfaction. Include success metrics such as response time, call deflections, agent efficiency as

well as CSAT and/or NPS and the technology that powers your support strategy. (300-word max for each question)

1. **What were your organization's social customer service initiatives in 2017-2018?**
2. **What was the most important customer issue you were looking to solve via your digital technology (e.g. community and/or social media management platform)?** What makes your approach to customer satisfaction a gold standard in the industry?
3. **Please share customer satisfaction metrics, both qualitative and quantitative, as well as agent and response time metrics** (e.g. CSAT, decreased customer complaints, call deflections, agent SLA, manual processes eliminated)
4. **Supporting visuals:** Please include any supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics.

Support Savings Titan: Recognizes a brand that has best demonstrated significant bottom-line cost efficiencies and support savings for their business. Submissions should include the technology used and monetary savings for your organization. (300-word max for each question)

1. **Tell us how you are implementing digital technologies (e.g. community and/or social media management) for social care to meet your customer care business goals.** Please highlight unique programs, technical upgrades and/or API usage to help reach these goals.
2. **What changes in your customer care organization were implemented because of cost reductions based on your community and/or social media management for service platform?**
3. **What are your customer care and business results in quantifiable metrics?** Include support savings metrics (e.g. cost savings, decreased response time, call deflection, reduced case escalations, and increased agent productivity).
4. **Supporting visuals:** Please include any supporting visuals/graphics into your above answers. Insert them into your text copy.

Topline Titan Recognizes a brand with the most impactful topline business results across community and other social platforms. This category requires the company to include metrics to showcase the results achieved. (e.g. ROI, sales revenue) (300-word max for each question)

1. **What were your 2017-2018 goals for your community and/or social media management platform implementation?**
2. **What were your focus areas and tactics to meet those goals?**
3. **Tell us about the results. Please list the top-line sales revenue/ROI metrics achieved due to your digital technology.** Highlight the impact to your executive leadership team and other quantifiable business results

4. **Supporting visuals:** Please include any supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics.

Digital Design Excellence: Recognizes a brand with the most impressive and engaging design on digital as well as a beautifully designed UI with consistency across devices and networks (could include website, community, social channels). Provide examples on creative integration with your brand throughout digital and why it's award-worthy. *(300-word max for each question)*

1. **What are your digital goals?** And how does your community platform and/or social media management platform support your overarching brand experience?
2. **What design elements make your community/website/social channels unique and stand out from the rest?**
3. **How did you execute your design?**
4. **Share metrics to prove the success of your design excellence** (e.g. visitor increase, kudos increase, social engagement increase, number of posts and mobile traffic)?
5. **Supporting visuals:** Please include supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics.

Surprise & Delight: Recognizes and Celebrates the brands that go the extra mile to 'surprise and delight' customers on digital channels and/or generate a positive impact on a local, national, or global level leveraging social media and/or Community. Tell us a great story on how you are delivering impactful and engaging content to create awesome customer experiences. *(300-word max for each question)*

1. **Tell us about a social promotion or digital/brand campaign that 'surprised & delighted' your customers.**
2. **Share the goal, strategy and tactics.**
3. **What were the results** (e.g. customer response, brand impact, sentiment change)?
4. **Supporting visuals:** Please include any supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics. We will accept videos for this entry. All videos must be submitted as publicly viewable links on YouTube or Vimeo.

B2C Community Innovator: Recognizes a B2C brand that is on the leading edge of offering new, rich, and inventive community experiences. Include adoption of new Lithium features or anything else you've done recently to differentiate your experience and move your community ahead. Success metrics can include any resulting increase in adoption, engagement, satisfaction, ROI, or positive feedback.

1. Describe the innovation(s) and how you settled on the decision to innovate (user request, Lithium suggestion, internal idea, etc.)

2. Tell us about how you made it happen (did you stage it first, who got an early look, how you drove adoption/use, and any iterations you had to make to get it right).
3. What were the results? Tell us how it impacted your customer experience or the outcomes you seek as a business.
4. Supporting visuals: Please include any supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics. We will accept videos for this entry. All videos must be submitted as publicly viewable links on YouTube or Vimeo.

B2B Community Innovator: Recognizes a B2B brand that is on the leading edge of offering new, rich, and inventive community experiences. Include adoption of new Lithium features or anything else you've done recently to differentiate your experience and move your community ahead. Success metrics can include any resulting increase in adoption, engagement, satisfaction, ROI, or positive feedback.

1. Describe the innovation(s) and how you settled on the decision to innovate (user request, Lithium suggestion, internal idea, etc.)
2. Tell us about how you made it happen (did you stage it first, who got an early look, how you drove adoption/use, and any iterations you had to make to get it right).
3. What were the results? Tell us how it impacted your customer experience or the outcomes you seek as a business.
4. Supporting visuals: Please include any supporting visuals/graphics into your above answers. Insert them into your text copy, so we're clear on desired positioning of the graphics. We will accept videos for this entry. All videos must be submitted as publicly viewable links on YouTube or Vimeo.

Regional Star – All submitted entries will be automatically nominated for the Regional Star award. We will have one winner for North America, Europe, and Asia Pacific.

Submitting & Voting:

- Please fill out the submission form on the Lithosphere. If you have any issues please contact lithys@lithium.com
- All submissions must be submitted on the community by **August 10, 2018** at 5:00 pm PT to be eligible. You can edit your submission as much as needed up until the submission deadline.
- On August 22, at 6:00 am PT, online voting opens. You will be able to view your entry and all other entries, plus vote for your favorites. To vote, you must register on the Lithosphere.

- Online voting closes on August 29, 2018 at 5:00 pm PT, so give a shout-out to your colleagues and business partners to vote before then.
- Selection of winners will be a two-step process: a combination of the popular peer vote on the Lithium Community and through final selection by the judging panel selected by Lithium that will look at the spirit of the story, the results submitted, and evidence to back up the submission.

Rules & Terms:

- The 2018 Lithy Awards are only open to Lithium customers.
- There is no fee to enter.
- The submission window starts July 23, 2018 at 5:00 am PT.
- All entries must be received by August 10, at 5:00 pm PT.
- You will receive confirmation via email within 36 hours that your submission has been received. If you do not receive an email confirmation, please re-submit to ensure we received it. The 36-hour period applies to the regular business week; if you submit on a Friday, Saturday or Sunday, please wait until the following Monday for confirmation.

Terms & Conditions

- Only English language submissions will be accepted.
- Your entry must be submitted on the community. Your CSM can provide assistance if need be.
- Please embed all graphics/visuals into the Lithosphere, so the desired placement is clear.
- Please include your company's logo as a jpeg or png image in the teaser section. Preferred image size is 335 pixels (width) x 176 pixels (height).
- You may submit for multiple categories. One submission per category, per company, with the exception of the Social Marketing Champion category and the Surprise & Delight category, which can have more than one submission.
- Lithium reserves the right to change or cancel an award category at any time and make other adjustments as needed to accommodate particular circumstances.
- All submitted entries will be publicly displayed on the Lithium Community. Submitting an award entry gives Lithium the permission and approval to leverage content for Marketing and Public Relations purposes and winners will be included in a press release and on social channels. All companies submitting a Lithy give Lithium the permission and approval to use their logo on collateral and signage related to any CX Live Events.
- All submitted entries will be available for voting in the Lithium Community starting Wednesday, August 22, 2018 at 9:00 am PT. The last day for voting is Friday, August 31, 2018 at 5:00 pm PT.
- All winners will be announced at CX Live in Austin, Texas on October 3-4, 2018.
- Winners attending CX Live will receive additional recognition at those events.
- Lithium reserves the right to change the rules & terms at any time. Lithium makes no representations or warranties regarding the contest or its rules and disclaims all implied warranties. Lithium undertakes no obligations or its performance or processing of entries other than as specifically stated herein and contestants must comply with all the stated conditions.

