

Improving User Experience with a Customized and Integrated Lithium Community

58% 

Increase in
Visits

41% 

More Page
Views

23% 

Rise in Unique
Visitors

37% 

Improvement
in Case Deflection

THE CUSTOMER

The customer is one of the world's leading providers of customer experience optimization software. They provide a platform for A/B testing, multivariate testing, and website & mobile application personalization.

THE CONTEXT

The customer was using a Drupal-powered online community for customer engagement, Zendesk for providing customer support, and Salesforce for managing customer relationships. They wanted to migrate their existing community platform to Lithium and integrate their new Lithium community with the rest of their tech stack.

THE OBJECTIVES

They wanted to have a complete view of their customers' lifecycle - from engagement to sale to support. To improve customer experience and success, they wanted to skin the new community design and set up a knowledge base with well-managed content.

THE SOLUTION

- We designed and developed the customer community in Lithium. The community was designed to serve two purposes - to connect customers with one another and provided support.
- To maintain consistency in user experience, the community's design was skinned in Lithium according to the customer's branding.
- To deliver relevant search results from multiple platforms to the community, we implemented federated search in Lithium.
- We created a standalone connector using REST API for Lithium to seamlessly sync data between Lithium and Salesforce. The connector was built in two weeks and the benefits it delivered included:
 - Synced up user-submitted ideas between Lithium and Salesforce
 - Automated the linking of community users' data with their respective Salesforce accounts
 - Extracted data into a single platform for customized and improved reports



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THE OUTCOME

The integration of Lithium community with Zendesk resulted in increased customer engagement. Along with that, by setting up federated search and a knowledge base with tailored content, the customer was able to improve case deflection. The customer could also gain deeper insights into their clients' behavior by integrating their Lithium community with Salesforce.