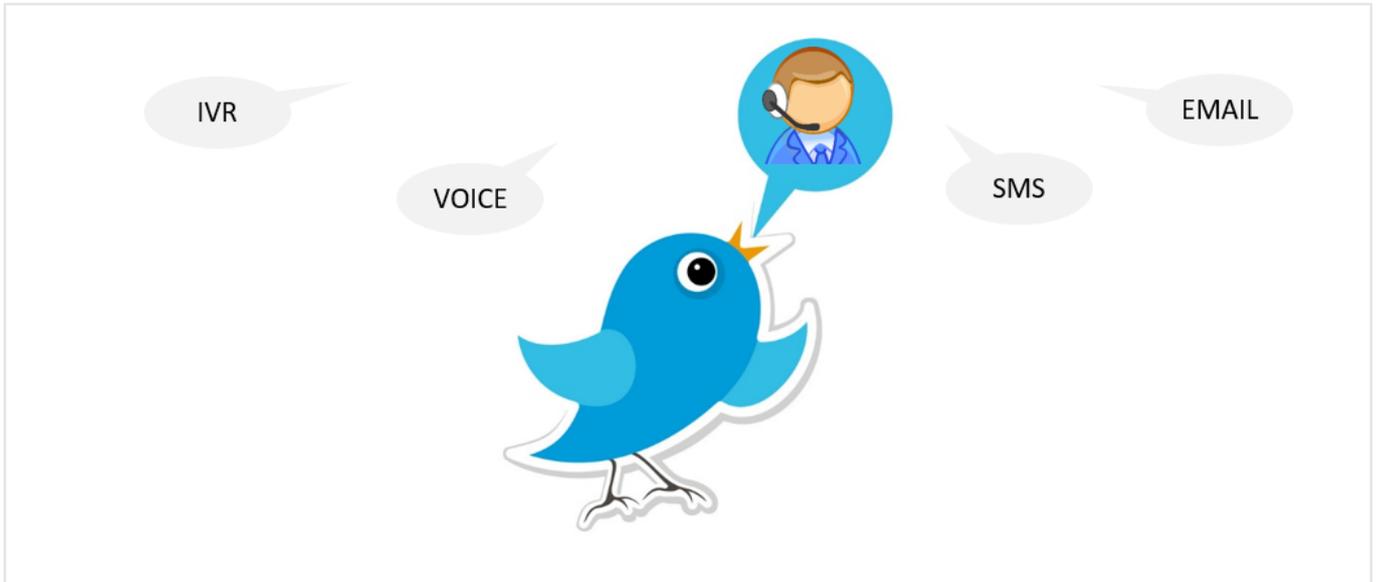## Customer Support via Twitter

Problem:

- A well established ecommerce brand had a fan following of millions on Twitter
- As their followers grew, their support team found it increasingly time-consuming to engage with its followers, to chat with each customer until they defined the exact issue and then propose a solution
- They wanted an automated system that worked on a third party channel like Twitter to engage those followers who asked for help and manage a problem-solution dialog.
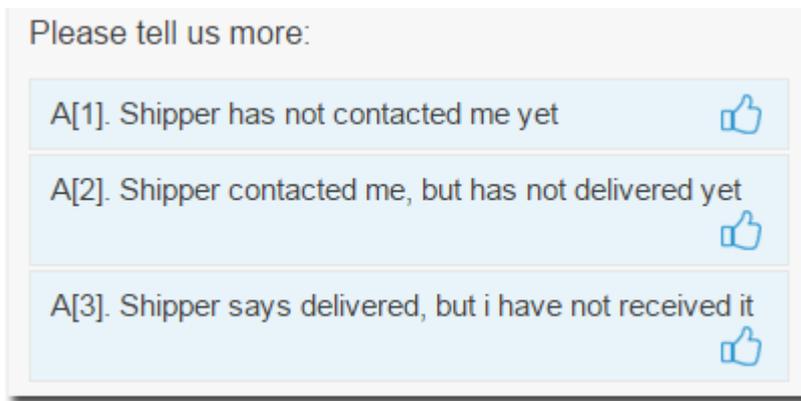
Solution:

- Gupshup created a customer support bot on Twitter for the brand which was promoted by the brand along with its other customer support coordinates.
- This bot is just like any other user on Twitter and is able to have automated conversations with any user who sends a direct message.
- Every follower who enters an inquiry or complaint on Twitter through a direct message instantly receives an automated message on Twitter with a link to a survey.

- The link opens up a smart message in the user's browser and displays a list of most-likely concerns.

What can i help you with?

A. Track package 👍

B. Report problems with the product 👍

C. Return product 👍
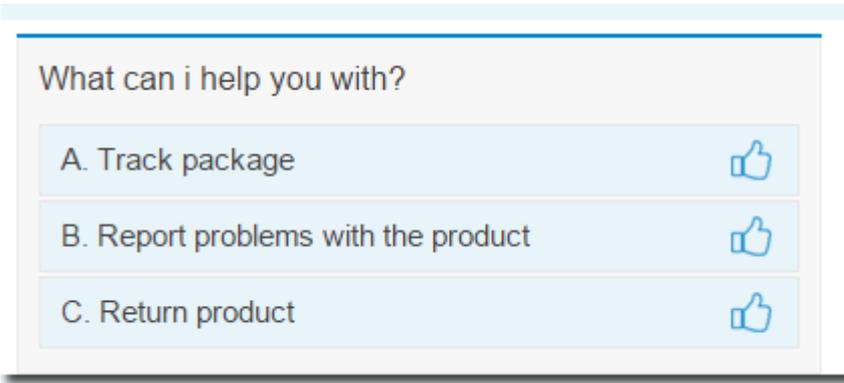
- Once a user chooses an issue – for example, issue with the delivery of a package, she gets targeted, automated responses asking for specifics about the issue.

Please tell us more:

A[1]. Shipper has not contacted me yet 👍

A[2]. Shipper contacted me, but has not delivered yet 👍

A[3]. Shipper says delivered, but i have not received it 👍

- Once all specifics are captured, the customer support team takes over and then starts manual conversation with the user leading him to a resolution

Result:

- The Gupshup customer support bot for Twitter has allowed the ecommerce brand's support team to communicate with its followers easily and conveniently
- The tedious process of evaluating and solving individual problems has been replaced by a faster, smarter and more consistent alternative
- The company's faster response time and improved inquiry satisfaction rate has brought the ecommerce brand greater customer retention