



flight



Customer Service

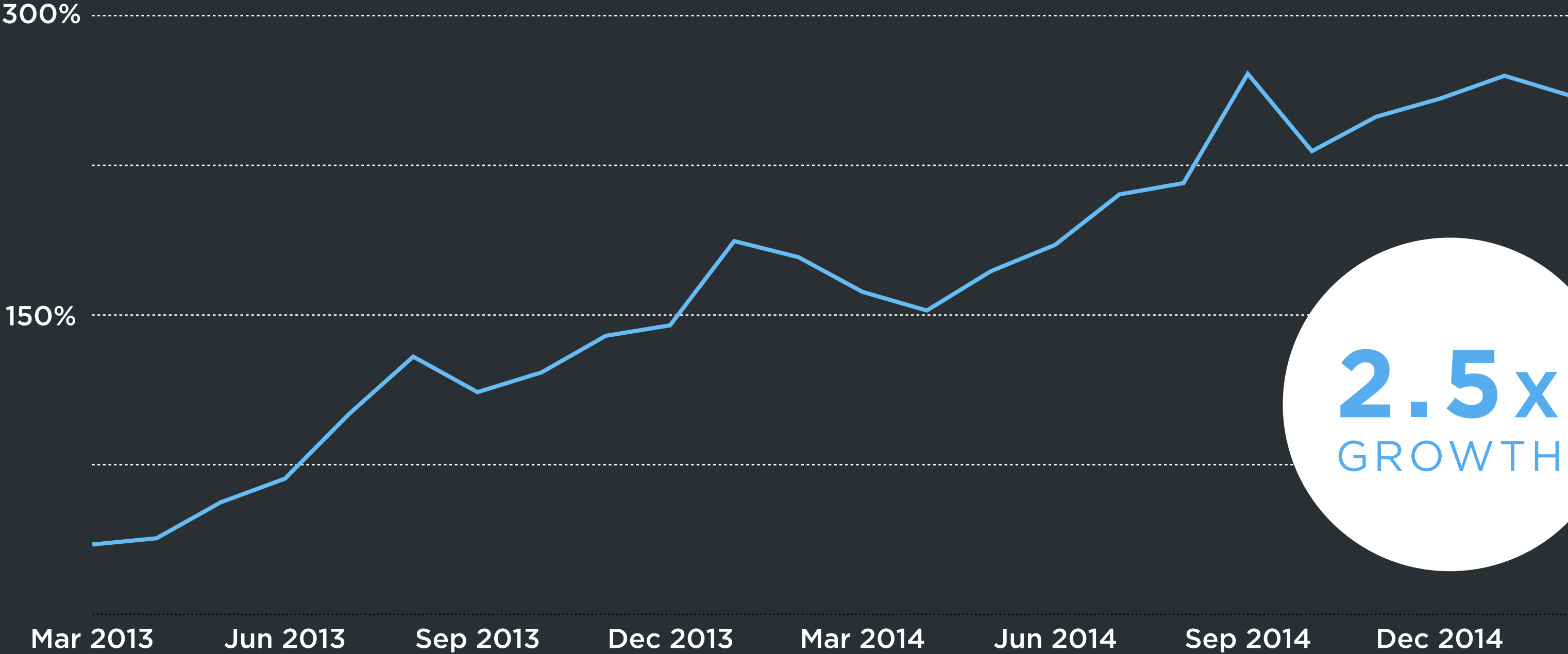
**Jeff Lesser**

Sr. Product Marketing Manager | @jefflesser

Make Twitter the best place for users and brands to engage for customer service.

Make Twitter the best place for users and brands to engage for customer service.

# Customer Service Tweet Interactions



SOURCE | Twitter for Customer Service Playbook 2015



of Twitter users have followed or engaged with a brand.

# Customer Service: A Top Reason To Engage

Across industries, customer service is a leading reason users engage and follow brands



AUTO  
21%



FINANCIAL  
36%



TECHNOLOGY  
28%



RESTAURANTS  
16%



TRAVEL  
26%



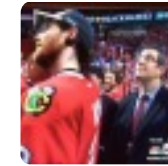
TELCO  
26%



**Mona Gayle-Jinadu**

@\_MonaGaye

@O2 by far has the worse customer service imagine waiting on the phone 4 an hr then being told to ring back the next day get it together O2



**Mark Lazerus**

@MarkLazerus

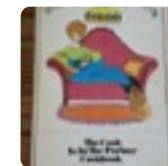
@comcastcares You should hire people who are less bad at this whole customer-service thing. Hung up after the fourth "wrong dept." transfer.



**Hannah Rae Armstrong**

@HananeBintBanan

Expedia customer service has put me on hold twice for an hour only to hang up on me, now on hold for the third time @Expedia



**soraya**

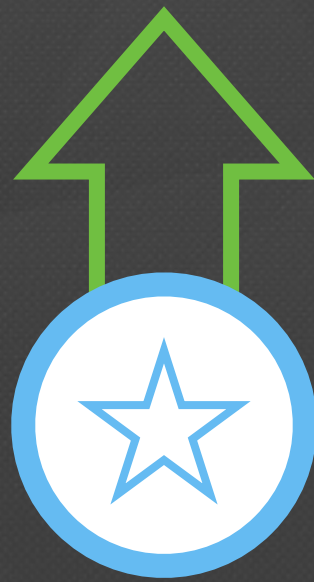
@soraya71

@Sears customer service is complete BS. I am so over their crap! NEVER BUY AN APPLIANCES or REPAIR from #searstheantichrist



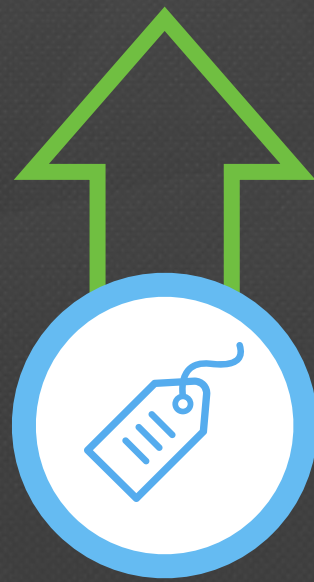


90%



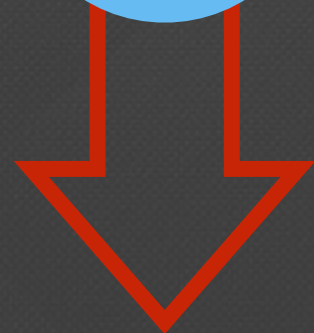
Greater Customer  
Satisfaction

+6%



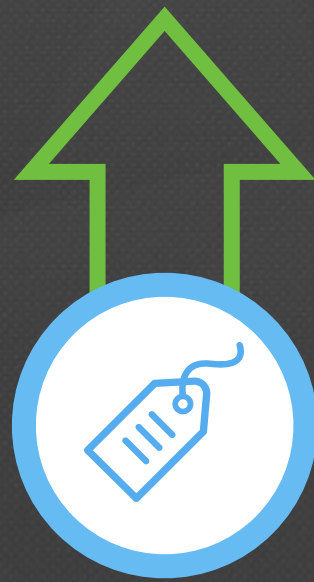
Increased  
Opportunities for Sales

-12%



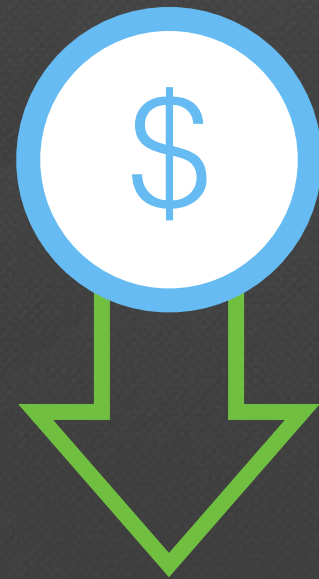
Increased  
Opportunities for Sales

18%



Increased  
Opportunities for Sales

Decreased Cost  
Per Resolution



80%



**Public**



Public



Conversational



Public



Conversational



Realtime





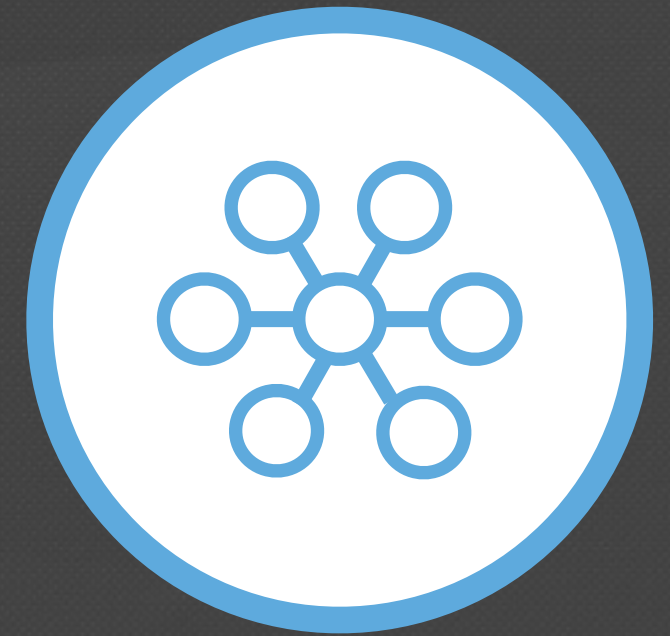
Public



Conversational



Realtime



Distributed

# SPOTIFY

A CASE STUDY ON CUSTOMER SERVICE

# Positive Active

twitter.com

Home Notifications Moments Messages

Search Twitter

Tweet

SO, GOOD NEWS --  
I SAW A DOG TODAY

TWEETS 19.4K FOLLOWING 480 FOLLOWERS 552 FAVORITES 7,796

Following

Jade  
@p4cifler  
probably crying to moose blood // intersectional feminist and crybaby ✨  
Aberdeen  
Joined May 2013

Tweet to Message

Tweets Tweets & replies Photos & videos

Jade ✨ Retweeted  
JamesXIX @deathshxnd · 4h  
You start a mosh pit in my heart  
3 3

Jade ✨ Retweeted  
LOTTIE / berry crush @queenboudica\_ · 6h  
i live for days off where you can have a super hot shower and then just

Who to follow · Refresh · View all

joy\_ding.app @joyding  
Followed by Mollie Vador a...  
Follow

Jessica Nietzsche @jneetch  
Followed by Will Mayo and ...  
Follow

Jonno Simpson @JonnoSi...  
Follow



 **jade**   
@p4cifier

the new spotify for iphone is f\*\*\*ing horrible it makes me sad





 **jade** 

@p4cifier

the new spotify for iphone is f\*\*\*ing horrible it makes me sad



**SpotifyCares** 

@SpotifyCares

[@p4cifier](#) Hi there, we're sorry to hear this. If you let us know the problems you're experiencing then we'll be happy to help /J





 **jade** 

@p4cifier

the new spotify for iphone is f\*\*\*ing horrible it makes me sad



**SpotifyCares** 

@SpotifyCares

[@p4cifier](#) Hi there, we're sorry to hear this. If you let us know the problems you're experiencing then we'll be happy to help /J





**SpotifyCares** 

@SpotifyCares

@p4cifier Hi there, we're sorry to hear this. If you let us know the problems you're experiencing then we'll be happy to help /J



 **jade** 

@p4cifier

@SpotifyCares SHUT UP B\*\*\*H YOU WILL NEVER UNDO THE DAMAGE U DID







 **jade**   
@p4cifier

@SpotifyCares SHUT UP B\*\*\*H YOU WILL NEVER UNDO THE DAMAGE U DID



**SpotifyCares**   
@SpotifyCares

@spooktacularly We'd sure like to give it a go... if you'll let us? /J





**SpotifyCares**   
@SpotifyCares

@p4cifier We'd sure like to give it a go... if you'll let us? /J



 **jade**   
@p4cifier

@SpotifyCares WELL FIRST OF ALL WHY IS IT SO UGLY  
NOW LIKE I HATE THE LAYOUT ALSO IT ALWAYS FREEZES  
WHEN IM SKIPPING SONGS





 **jade** 

@p4cifier

[@SpotifyCares](#) WELL FIRST OF ALL WHY IS IT SO UGLY NOW LIKE I HATE THE LAYOUT ALSO IT ALWAYS FREEZES WHEN IM SKIPPING SONGS



 **jade** 

@p4cifier

[@SpotifyCares](#) ALSO GET MORE JOAN JETT SONGS YOU'RE A DISGRACE





 **jade** 

@p4cifier

[@SpotifyCares](#) ALSO GET MORE JOAN JETT SONGS  
YOU'RE A DISGRACE



**SpotifyCares** 

@SpotifyCares

[@p4cifier](#) 1: Which device are you using when the freezing happens? We'd love more Joan Jett songs, but I'm afraid we have to be





**SpotifyCares** 

@SpotifyCares

@p4cifier 1: Which device are you using when the freezing happens? We'd love more Joan Jett songs, but I'm afraid we have to be



**SpotifyCares** 

@SpotifyCares

@p4cifier 2: sent them by the rights holders before we can put them up for listening /J





**SpotifyCares**

@SpotifyCares

@p4cifier 2: sent them by the rights holders before we can put them up for listening /J



**jade**

@p4cifier

@SpotifyCares spotify i am sorry for being so rude im just having a hard time lately and the layout of your update was the last straw





 **jade**   
@p4cifier

@SpotifyCares spotify i am sorry for being so rude im just having a hard time lately and the layout of your update was the last straw



**SpotifyCares**   
@SpotifyCares

@p4cifier It's no problem, we understand :) We're determined to help get things working again for you /J





**SpotifyCares** 

@SpotifyCares

[@p4cifier](#) It's no problem, we understand :) We're determined to help get things working again for you /J



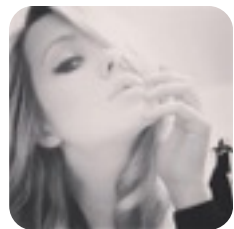
 **jade** 

@p4cifier

[@SpotifyCares](#) i lov u spotify







**El Capitan**

@b\*\*\*hgotskills

I'm cheating on Spotify with Soundcloud.

 Reply  Retweet  Favorite  More

I'm cheating on Spotify with Soundcloud.

Reply Retweet Favorite More



**Spotify Cares** 

@SpotifyCares

@b\*\*\*hgotskills ...and THIS is how you break it to us?! We just don't feel like we know you anymore... <http://spoti.fi/1xDJrYL>

Reply Retweet Favorite More



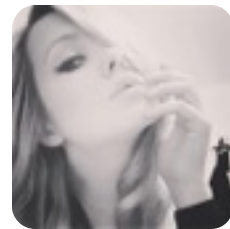
♪ **Un-Break My Heart**

A song by Toni Braxton on Spotify



♪ **Un-Break My Heart**

A song by Toni Braxton on Spotify



**El Capitan**

@b\*\*\*hgotskills

[@SpotifyCares](#) hahaha!! It doesn't mean anything, I swear!

↩ Reply ↻ Retweet ★ Favorite ⋮ More

@SpotifyCares hahaha!! It doesn't mean anything, I swear!

Reply Retweet Favorite More



**Spotify Cares**   
@SpotifyCares

@b\*\*\*hgotskills You promise? We've been hurt before... [spoti.fi/1xDKTKK](https://spoti.fi/1xDKTKK)

Reply Retweet Favorite More

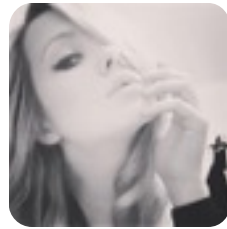


♪ **Can I Trust You?**

A song by Piano on Spotify



A song by Piano on Spotify



**El Capitan**

@b\*\*\*hgotskills

@SpotifyCares Baby I swear <http://open.spotify.com/track/73md2HUfGHQh1H5c2C2XA1>

↩ Reply ↻ Retweet ★ Favorite ⋮ More



🎵 **Only U - Album Version (No Intro)**

A song by Ashanti on Spotify



A song by Ashanti on Spotify



**Spotify Cares**   
@SpotifyCares

@b\*\*\*hgotskills Okay, we're willing to give you... <http://spoti.fi/1xDM1On> x

 Reply  Retweet  Favorite  More

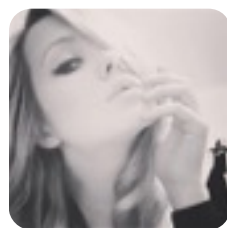
 **Spotify**

♪ **One More Chance**

A song by Michael Jackson on Spotify



A song by Michael Jackson on Spotify



**El Capitan**

@b\*\*\*hgotskills

@SpotifyCares omg you've made me so [http://open.spotify.com/track/6NPVjNh8Jhru9xOmyQigds!](http://open.spotify.com/track/6NPVjNh8Jhru9xOmyQigds)

↩ Reply ↻ Retweet ★ Favorite ⋮ More



🎵 **Happy**

A song by Pharrell Williams on Spotify





**Spotify Cares** 

@SpotifyCares

@b\*\*\*hgotskills I can tell we're going to be <http://spoti.fi/1xb3zD6> <3

 Reply  Retweet  Favorite  More



♪ **Together Forever**

A song by Rick Astley on Spotify

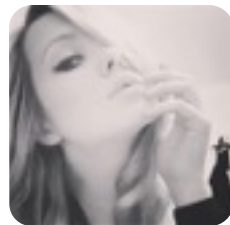






♪ **Together Forever**

A song by Rick Astley on Spotify



**El Capitan**

@b\*\*\*hgotskills

[@SpotifyCares](#) haha thanks for that, that's cheered me up! Like having a love affair with a robot

↩ Reply ↻ Retweet ★ Favorite ⋮ More

@SpotifyCares haha thanks for that, that's cheered me up! Like having a love affair with a robot

↩ Reply ↻ Retweet ★ Favorite ⋮ More



**Spotify Cares** ✓

@SpotifyCares

@b\*\*\*hgotskills Anytime! It seems fitting at this juncture to leave you with this song: <http://spoti.fi/1xDPuMR> . до свидания! /J

↩ Reply ↻ Retweet ★ Favorite ⋮ More

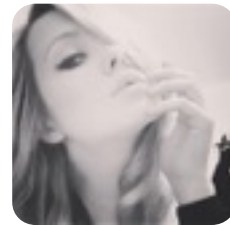


♪ **Robot Love**

A song by Mayer Hawthorne on Spotify



A song by Mayer Hawthorne on Spotify



**El Capitan**

@b\*\*\*hgotskills

@SpotifyCares <http://open.spotify.com/track/7eHXICoBWEisJWIE70nZnx>

... спасибо 😊

↩ Reply ↻ Retweet ★ Favorite ⋮ More



🎵 **Robot**

A song by t.A.T.u. on Spotify



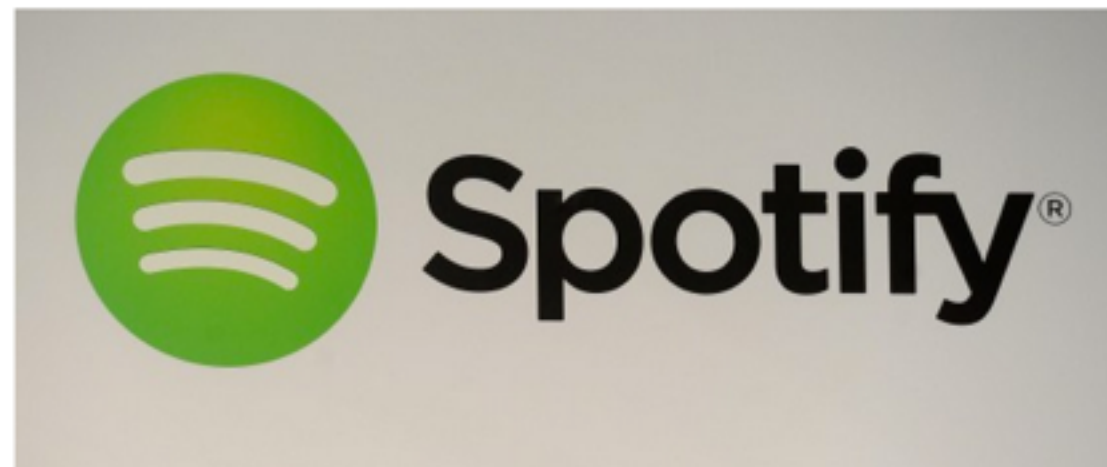


# Spotify Makes Amazing Story-Telling Playlists For Customers With Questions

The Huffington Post | By Alexis Kleinman

Posted: 10/18/2014 10:06 am EDT | Updated: 10/18/2014 10:59 am EDT

SHOW MORE NEWS ARTICLES

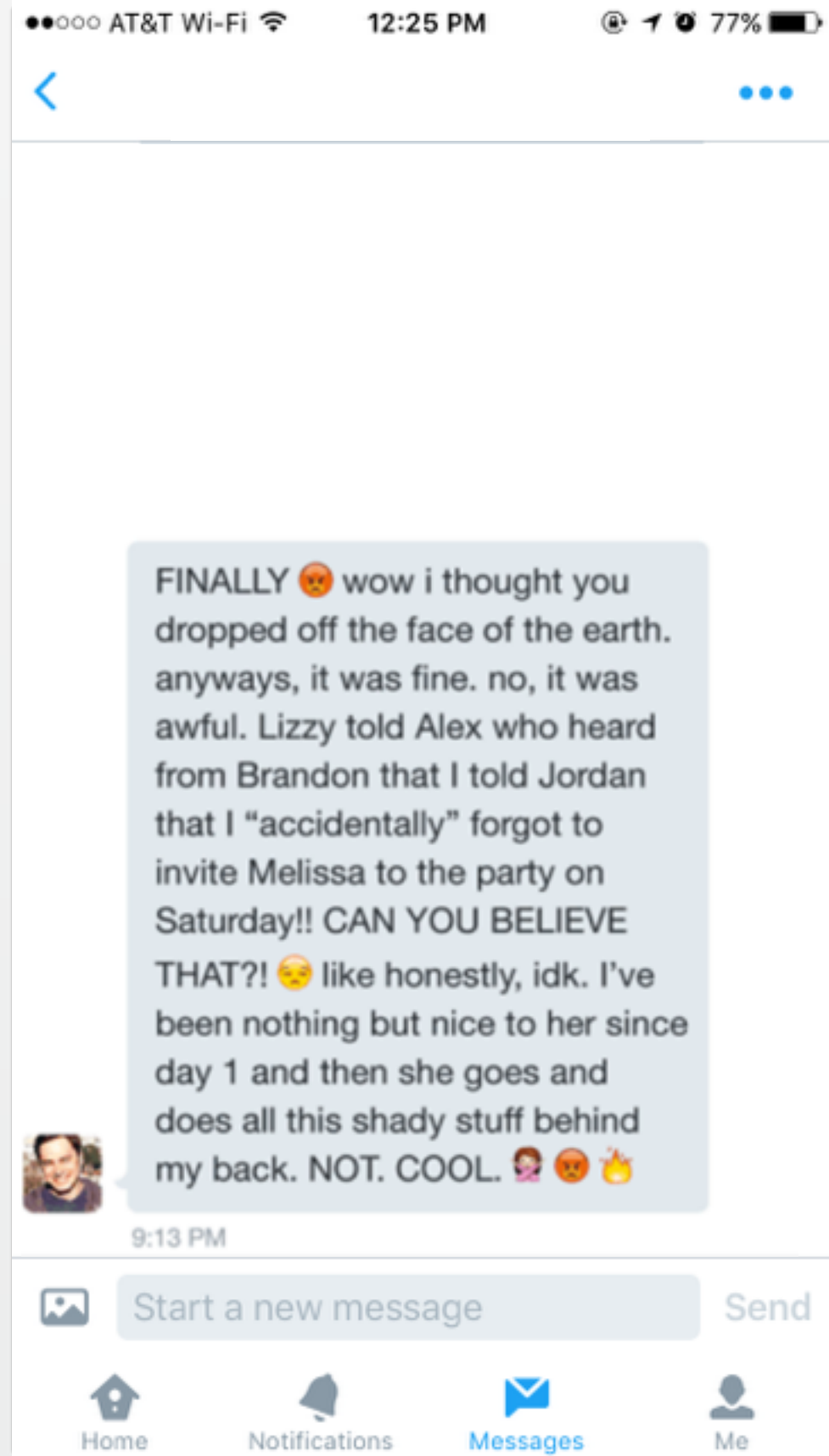


2.7k 459 202 0 3 Like Share Tweet LinkedIn Comment



140+

Longer DMs





**Fabric** 

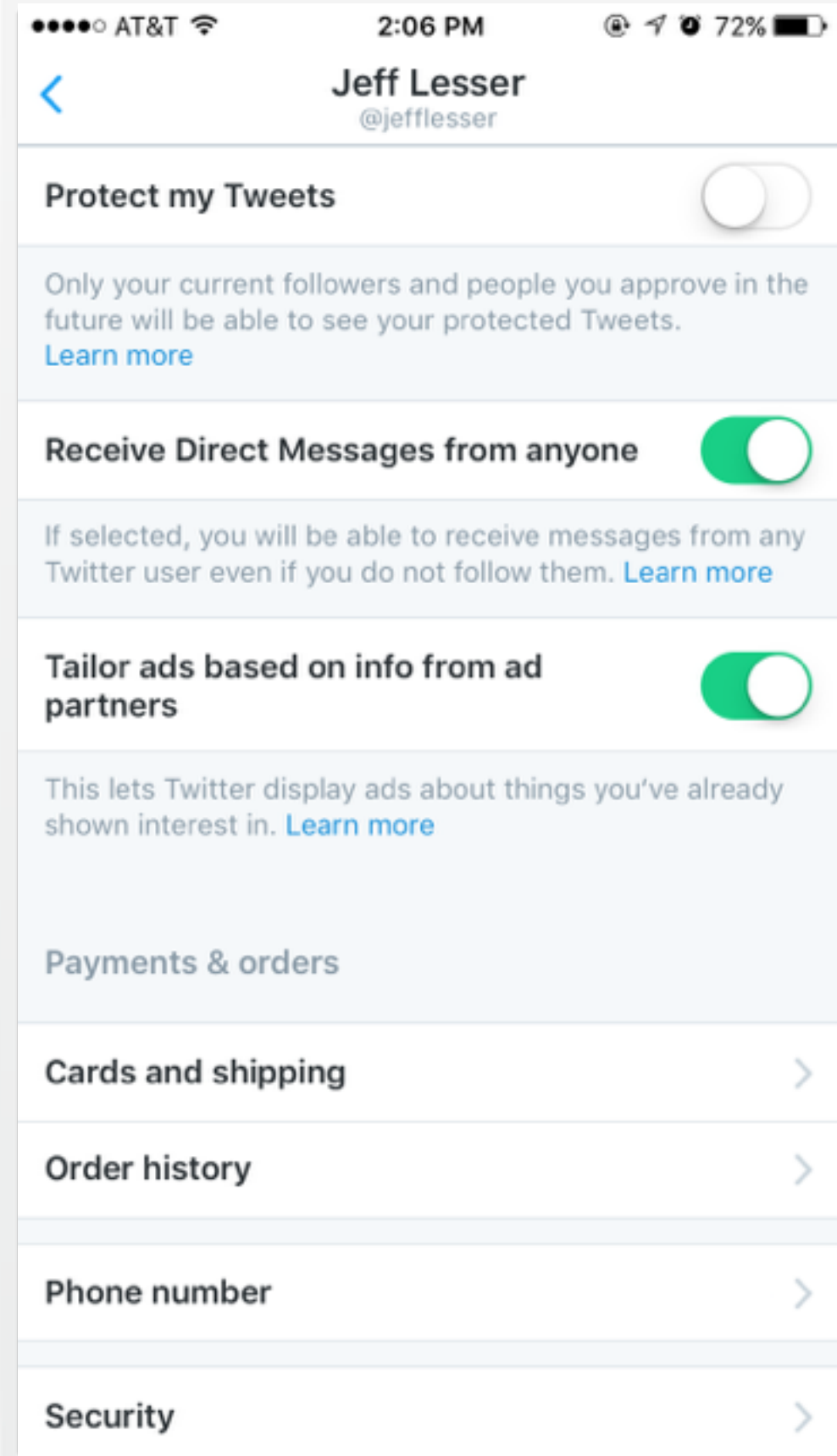
@Fabric

[@Pirocso](#) weird- still not seeing it. Can you follow us so I can send over a DM?



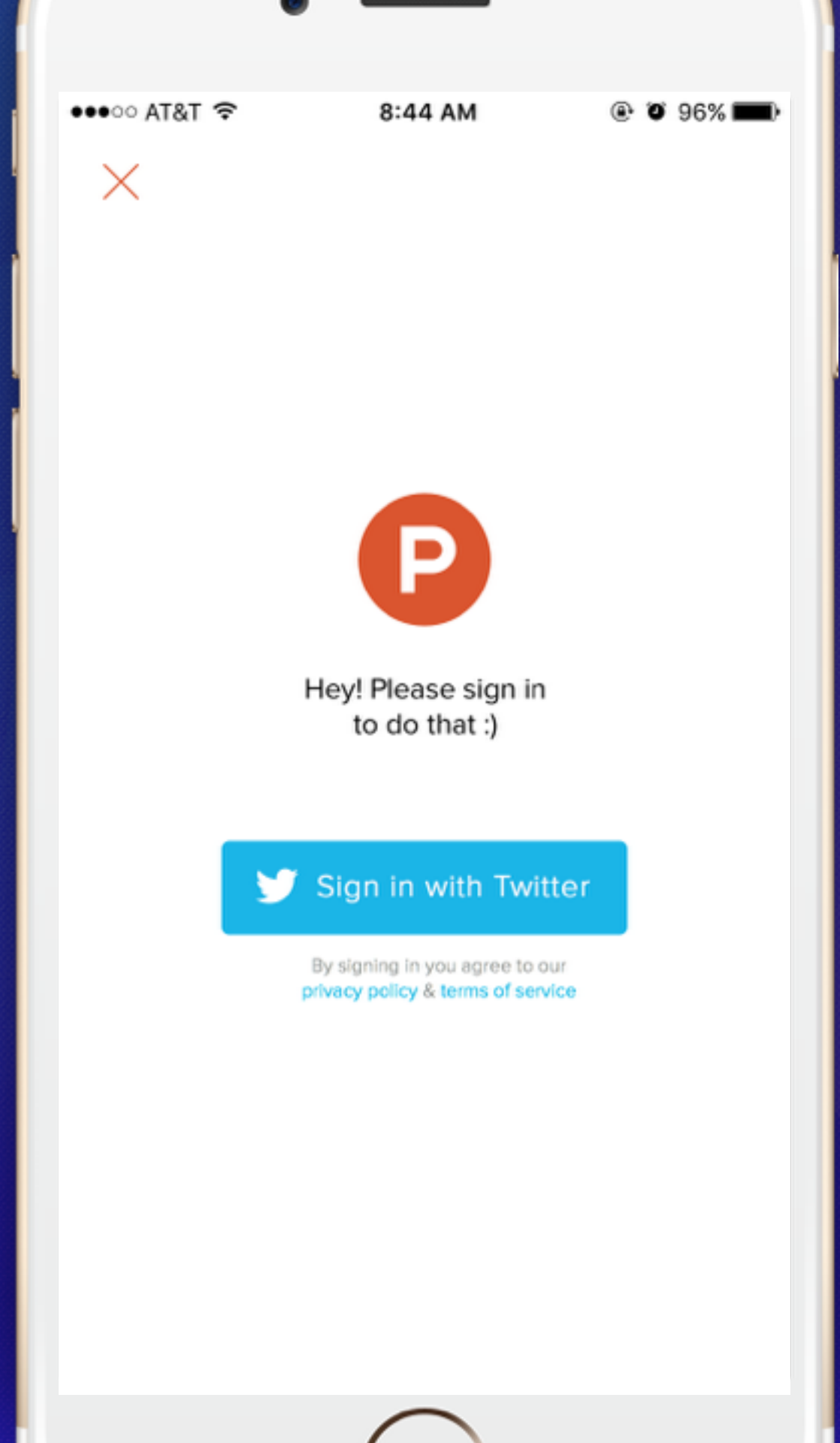


Easily Connect





Sign in with Twitter





sproutsocial

ORACLE®

 flight

# 1. Get Tweets

1. Get Tweets
2. Triage & Prioritize

1. Get Tweets
2. Triage & Prioritize
3. Respond

1. Get Tweets
2. Triage & Prioritize
3. Respond
4. Measure

# 1. Get Tweets

GET statuses/mentions\_timeline

Tweets with an @mention of the brands username

# 1. Get Tweets

GET statuses/mentions\_timeline

Tweets with an @mention of the brands username

GET search/tweets

Tweets with the brand name or other term in it

# 1. Get Tweets

GET statuses/mentions\_timeline

Tweets with an @mention of the brands username

GET search/tweets

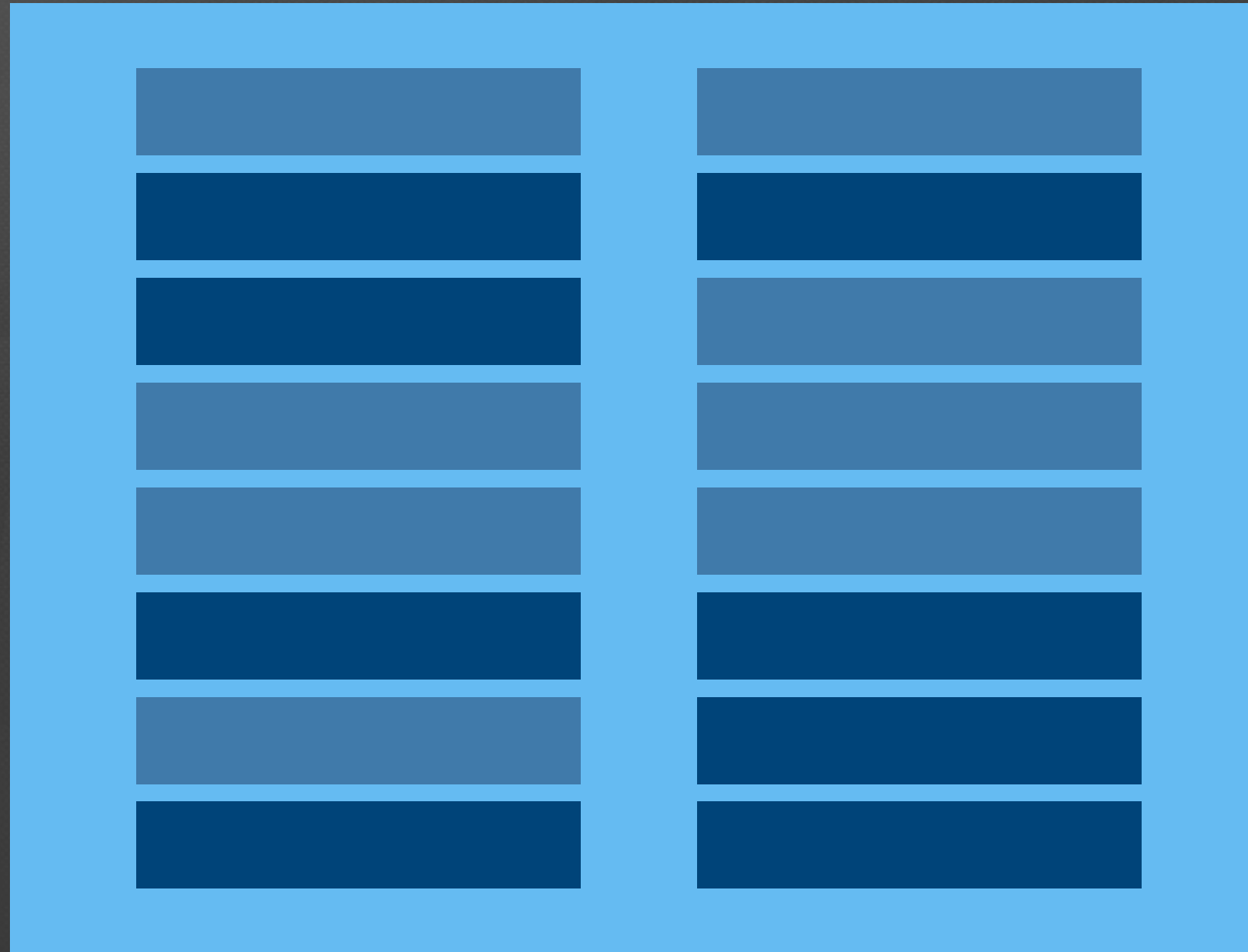
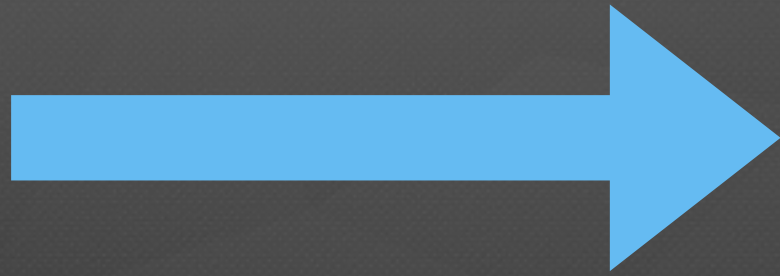
Tweets with the brand name or other term in it

GET direct\_messages

Direct messages from the user



# 1. Get Tweets



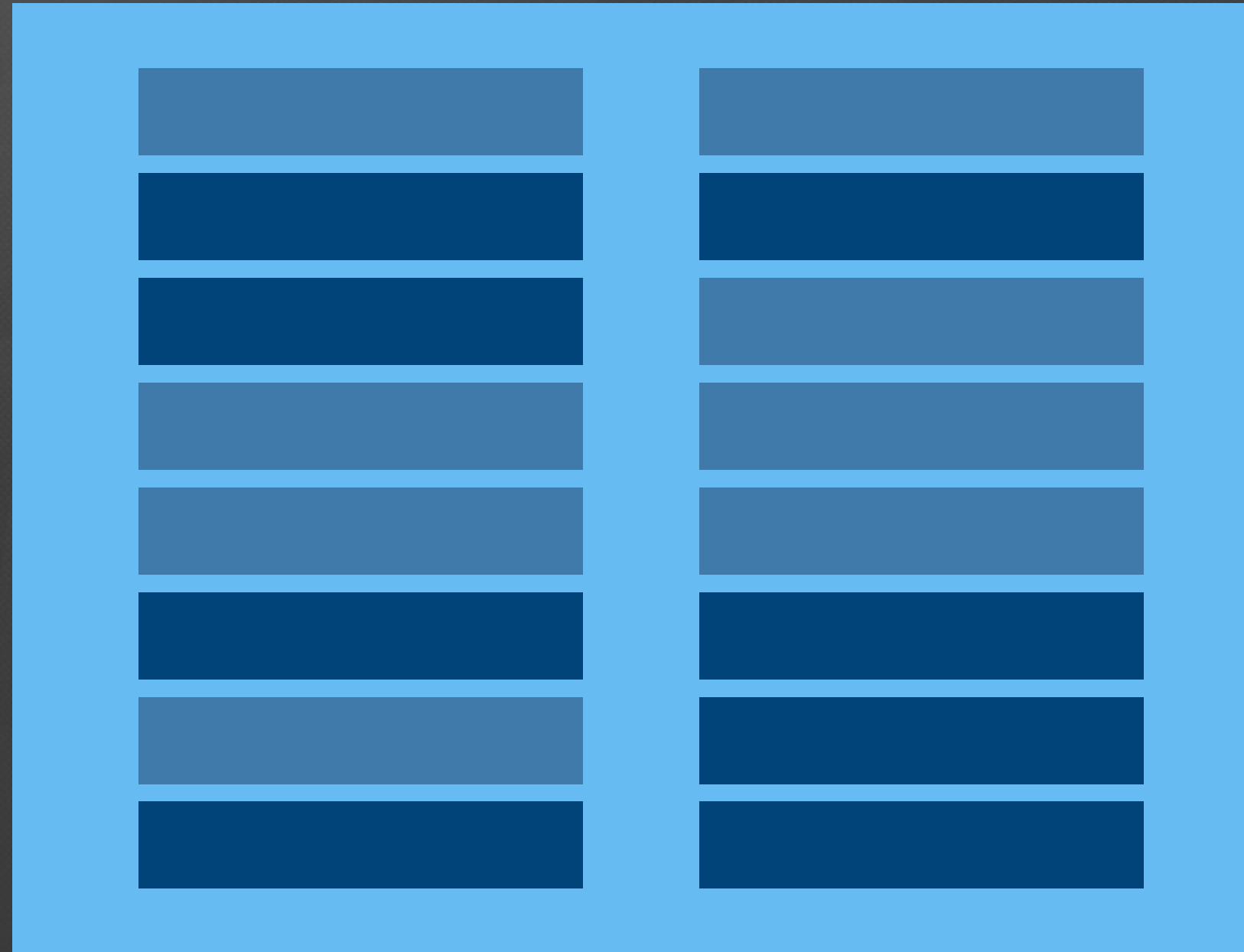
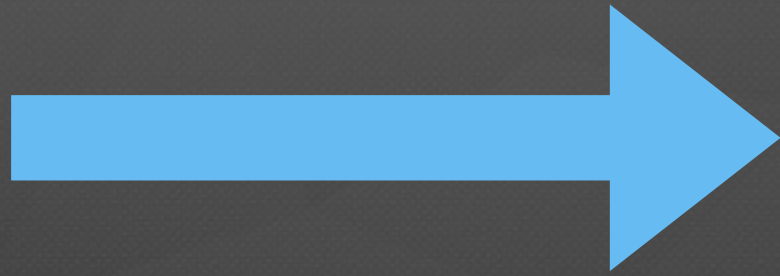
## 2. Triage & Prioritize

```
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  "statuses": [
    {
      "coordinates": null,
      "favorited": false,
      "truncated": false,
      "created_at": "Mon Sep 24 03:35:21 +0000 2012",
      "id_str": "250075927172759552",
      "entities": {
        "urls": [

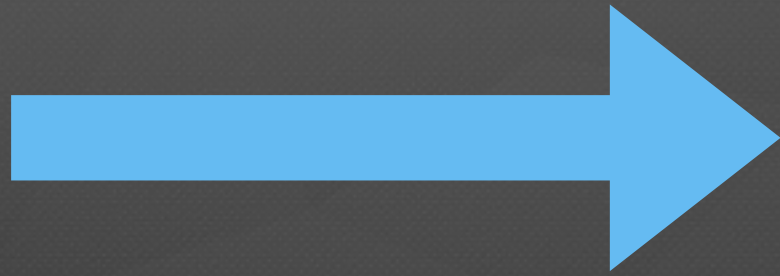
        ],
        "hashtags": [
          {
            "text": "freebandnames",
            "indices": [
              20,
              34
            ]
          }
        ],
        "user_mentions": [

        ]
      },
      "in_reply_to_user_id_str": null
    }
  ]
}
```

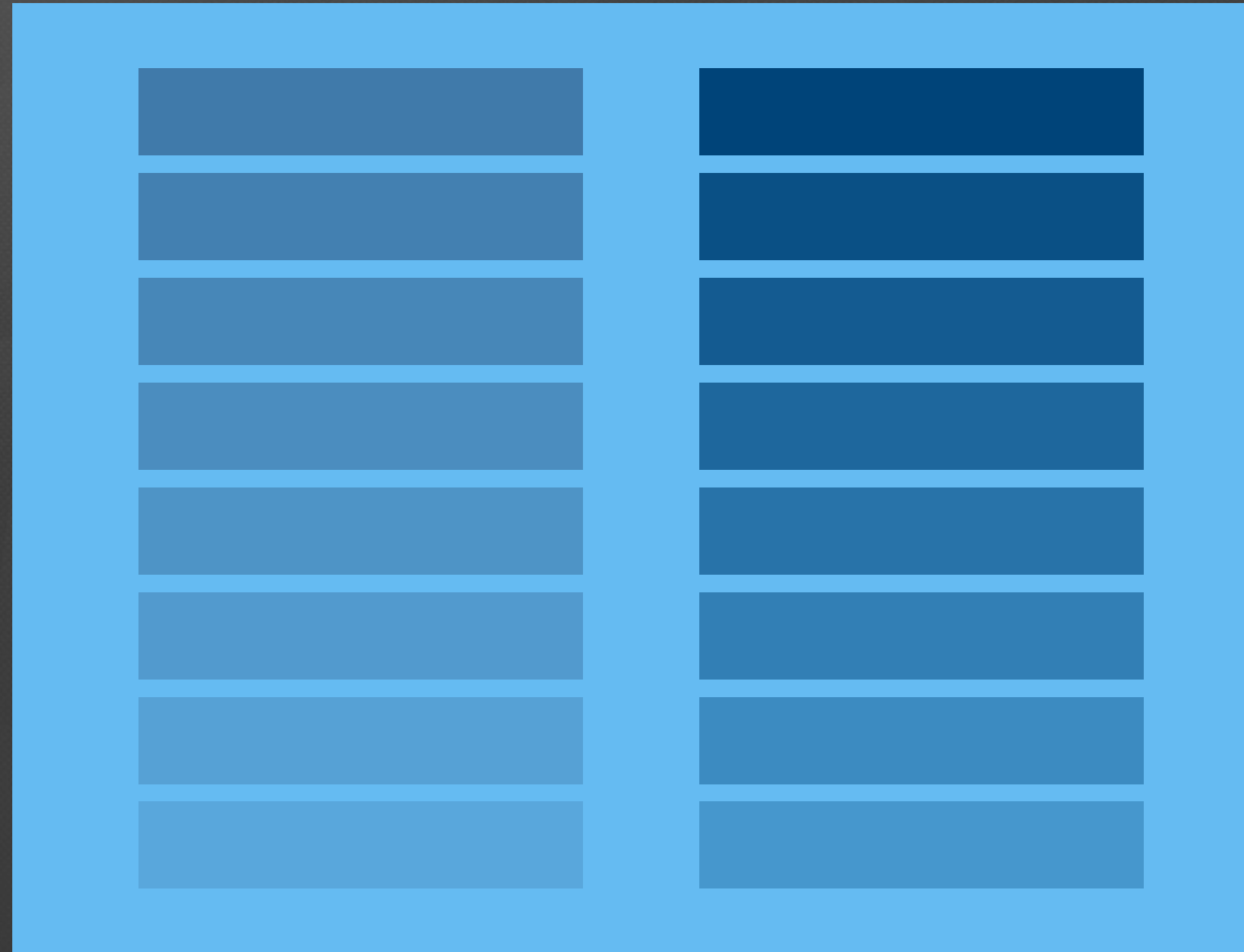
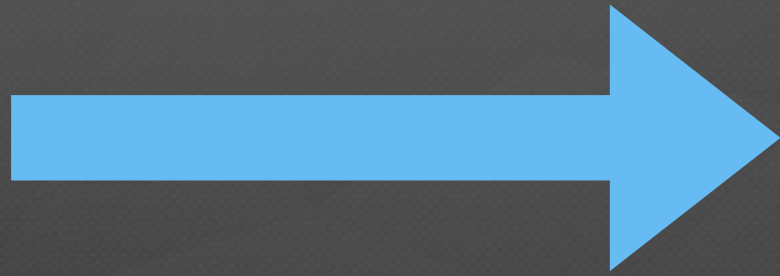
## 2. Triage & Prioritize



## 2. Triage & Prioritize



## 2. Triage & Prioritize



## 3. Respond

POST statuses/update  
Reply to the users Tweet

## 3. Respond

POST statuses/update

Reply to the users Tweet

POST media/upload

Include a helpful photo or tutorial in the reply

## 3. Respond

POST statuses/update

Reply to the users Tweet

POST media/upload

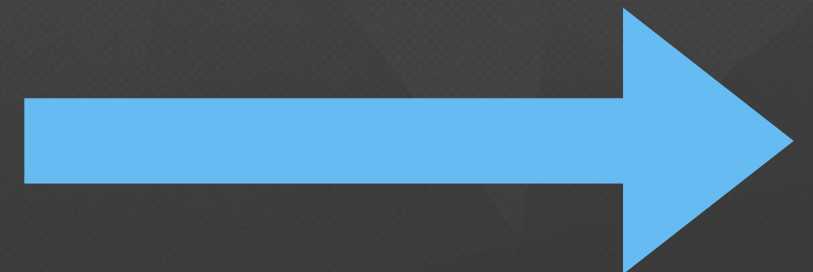
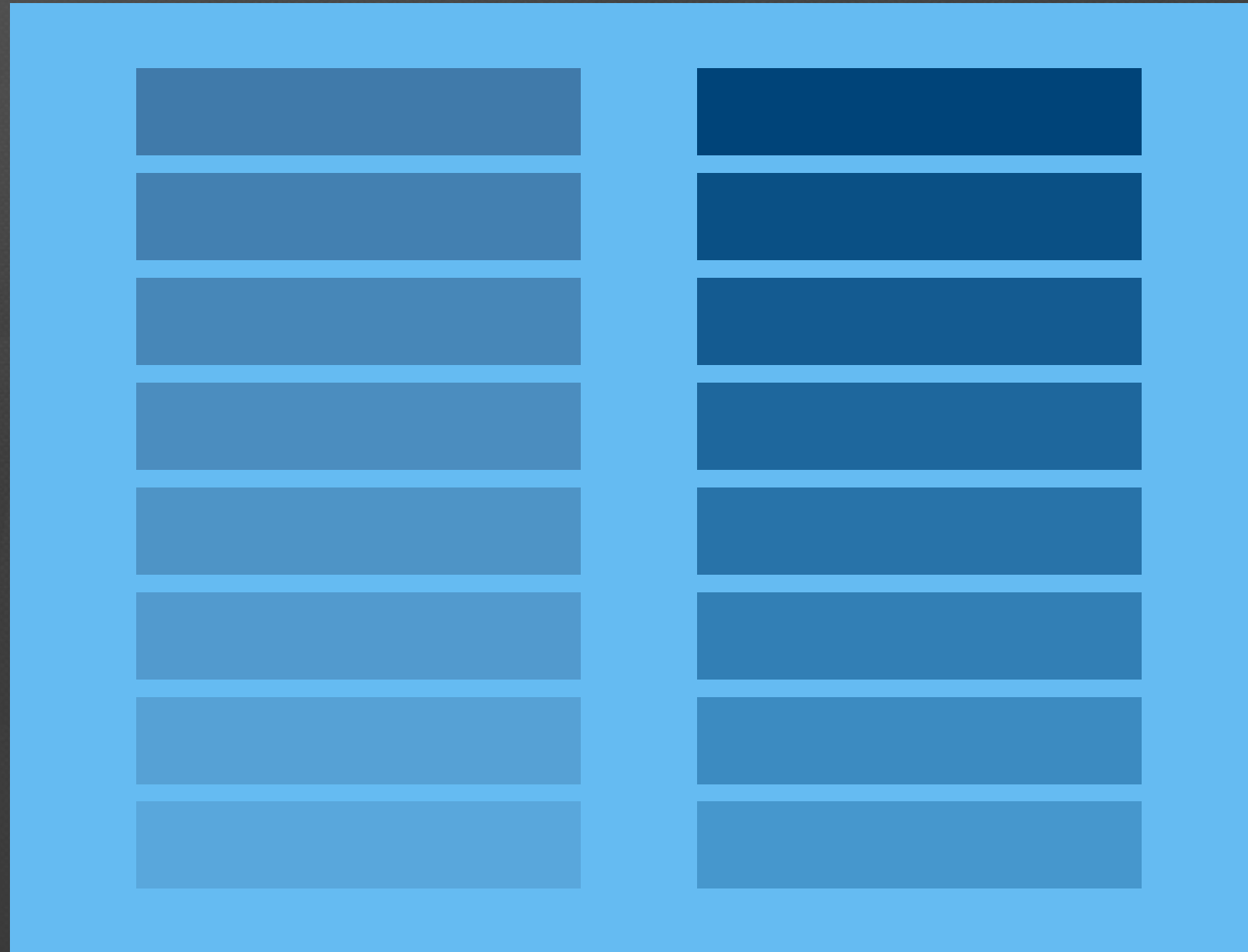
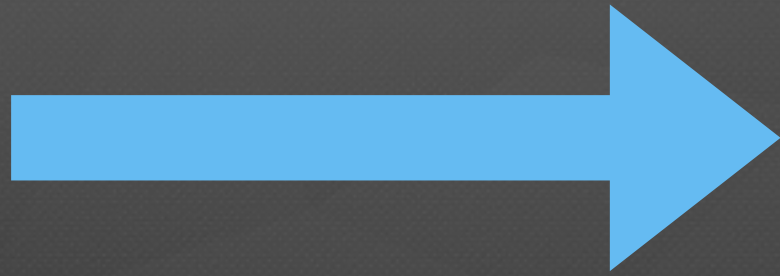
Include a helpful photo or tutorial in the reply

POST direct\_messages/new

Reply to a direct message



# 3. Respond



POST account/  
update\_profile\_background\_image  
Update the background image on the brands profile


twitter.com

Home Notifications Messages Search Twitter Tweet

Question or request?

**KLM**  
Royal Dutch Airlines

We expect to reply within:  
**7 min.**  
Updated every 5 minutes



TWEETS 644K FOLLOWING 59.7K FOLLOWERS 1.9M LIKES 145 LISTS 1


**Royal Dutch Airlines** @KLM

Official global account of KLM. We are here 24/7 for service in 14 languages. Share personal details only in private messages! #happytohelp

Amsterdam, the Netherlands  
klm.com  
Joined July 2009

Tweets Tweets & replies Photos & videos

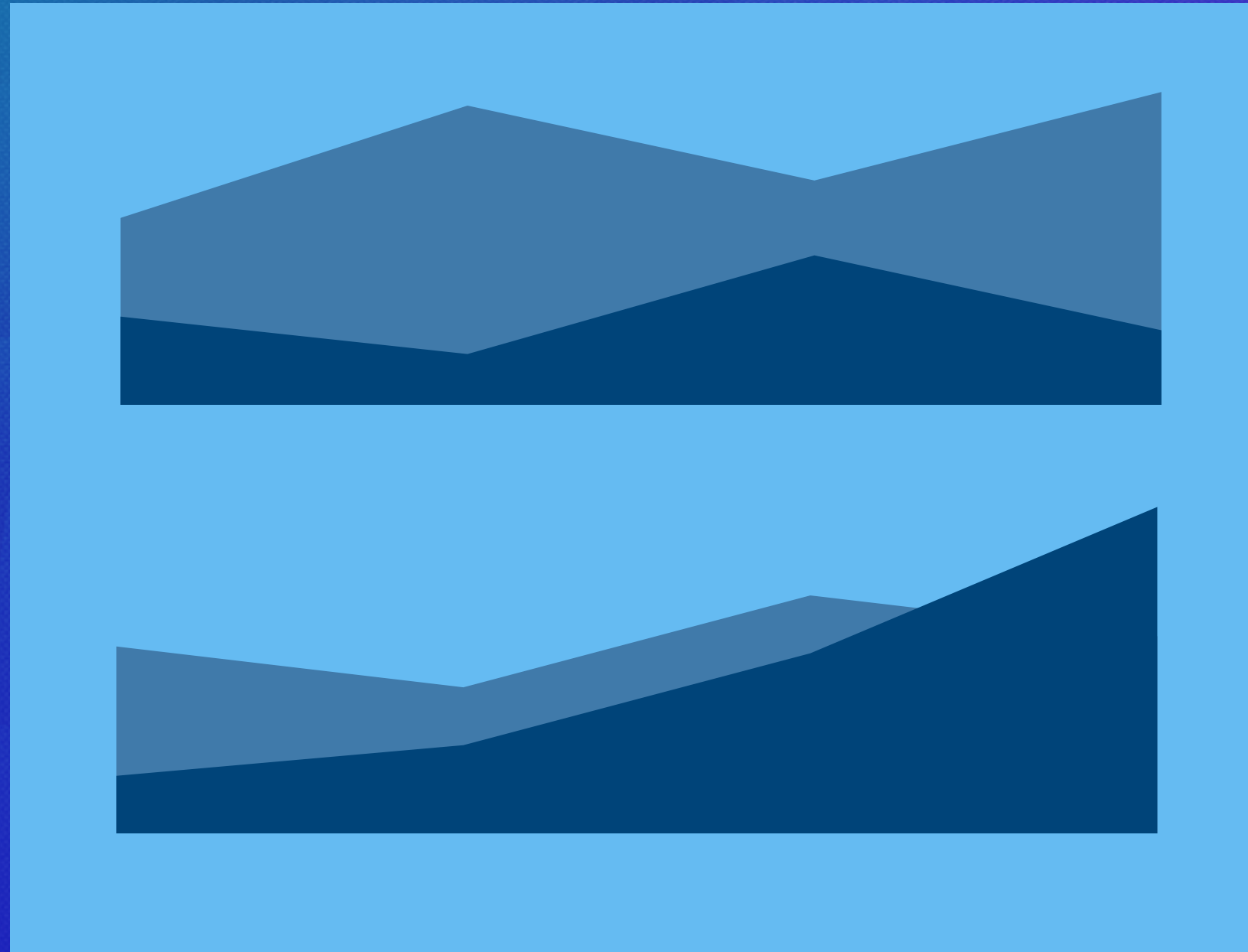
Royal Dutch Airlines @KLM · 11h



Who to follow · Refresh · View all

- Mike Clay @MikeClayNFL Follow
- Guardian news @guardi... Follow
- Kate Henshaw @HenshawK... Follow

# 4. Measure



# Elevate

# Elevate

1. Get (More) Tweets

# Elevate

1. Get (More) Tweets
2. Triage & Prioritize (Better)

# Elevate

1. Get (More) Tweets
2. Triage & Prioritize (Better)
3. Respond (With More Context)



# Elevate

1. Get (More) Tweets
2. Triage & Prioritize (Better)
3. Respond (With More Context)
4. Measure (The Impact)



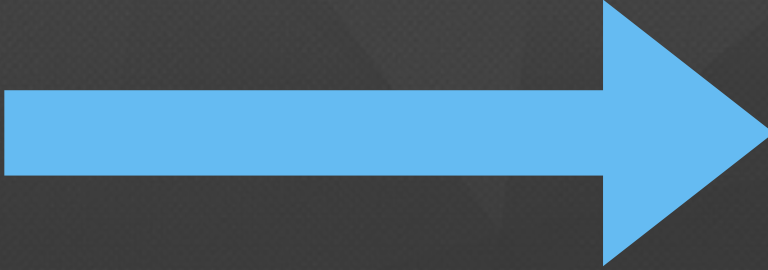
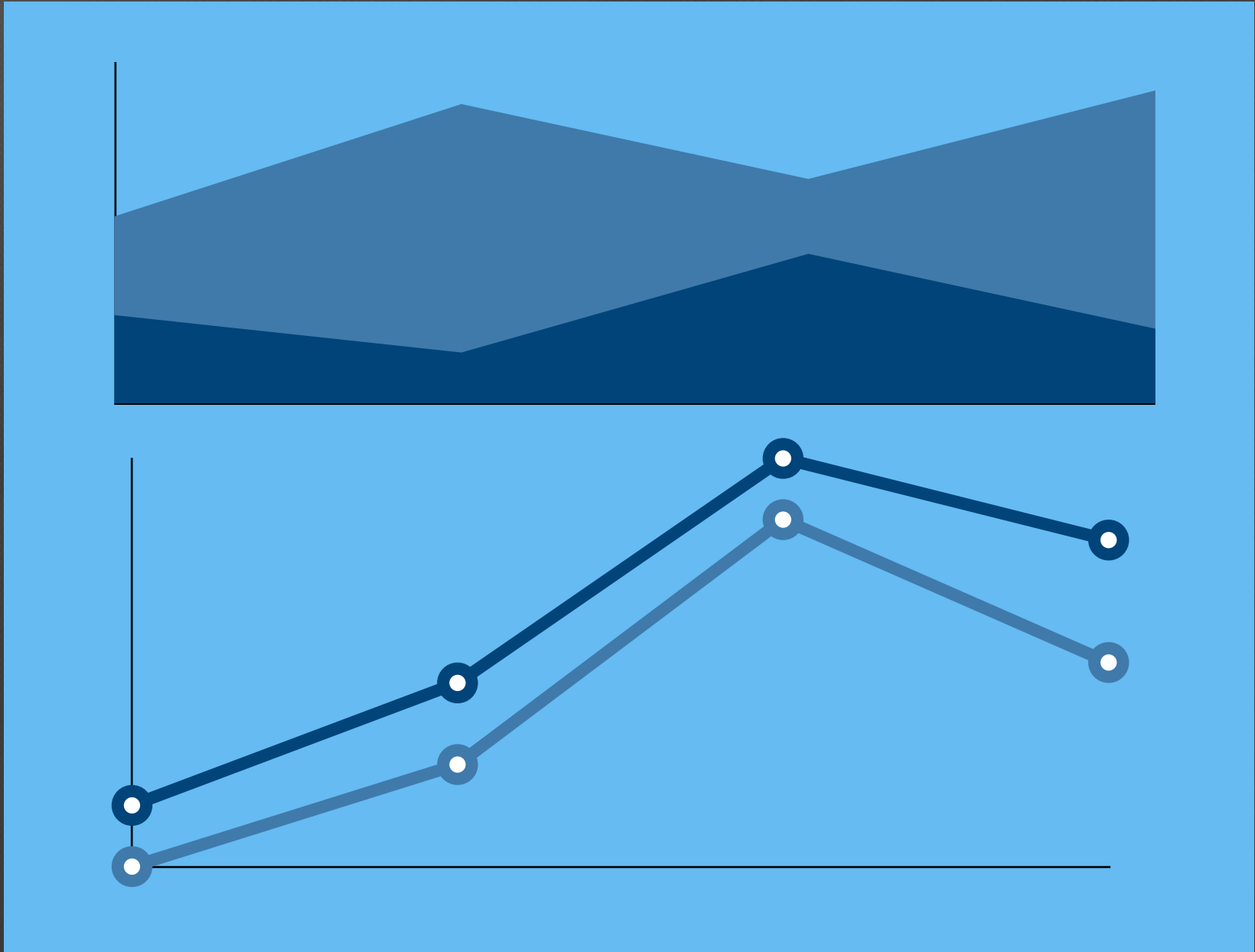
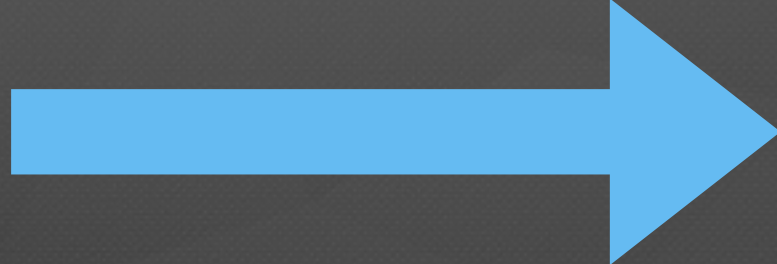
Twitter's Enterprise API platform that enables businesses to unleash the power of social data



# Engagement API

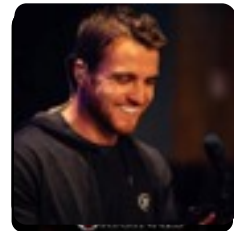
IMPRESSIONS AND ENGAGEMENT METRICS FOR TWEETS

# 4. Measure (The Impact)



## 4. Measure (The Impact)

65K  
IMPRESSIONS



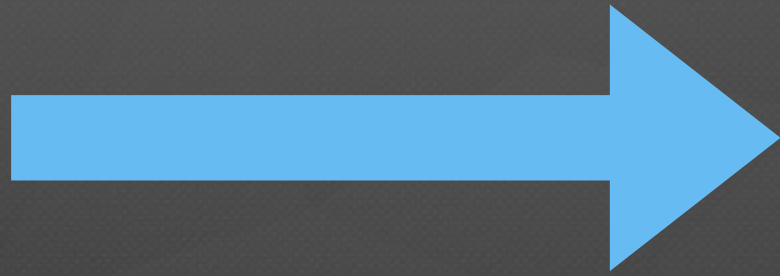
**Rian Dawson** ✓

@riandawson

Damn, many props to [@JohnLegere](#) and [@TMobileHelp](#) for their speedy and reliable customer service. Thanks always folks!

↩ Reply ↻ Retweet ★ Favorite ⋮ More

## 2. Triage And Prioritize (Better)



40k	100k
35k	20k
30k	18k
5k	15k
3k	10k
2k	5k
1k	2k
500	1k

## 2. Triage And Prioritize (Better)

32K  
IMPRESSIONS



**Sebastian Roché** ✓  
@sebroche

8 hours stuck at Mccarran airport yesterday and still no apology from [@DeltaAssist](#) [@Delta](#)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

## 2. Triage And Prioritize (Better)

32K  
IMPRESSIONS



**Sebastian Roché** ✓  
@sebroche



**Delta Assist** ✓  
@DeltaAssist

@sebroche My sincere apologies for that happening, Sebastian.  
Please follow/DMN your tkt # if I may be of assistance. \*JJ

↩ Reply ↻ Retweet ★ Favorite ⋮ More

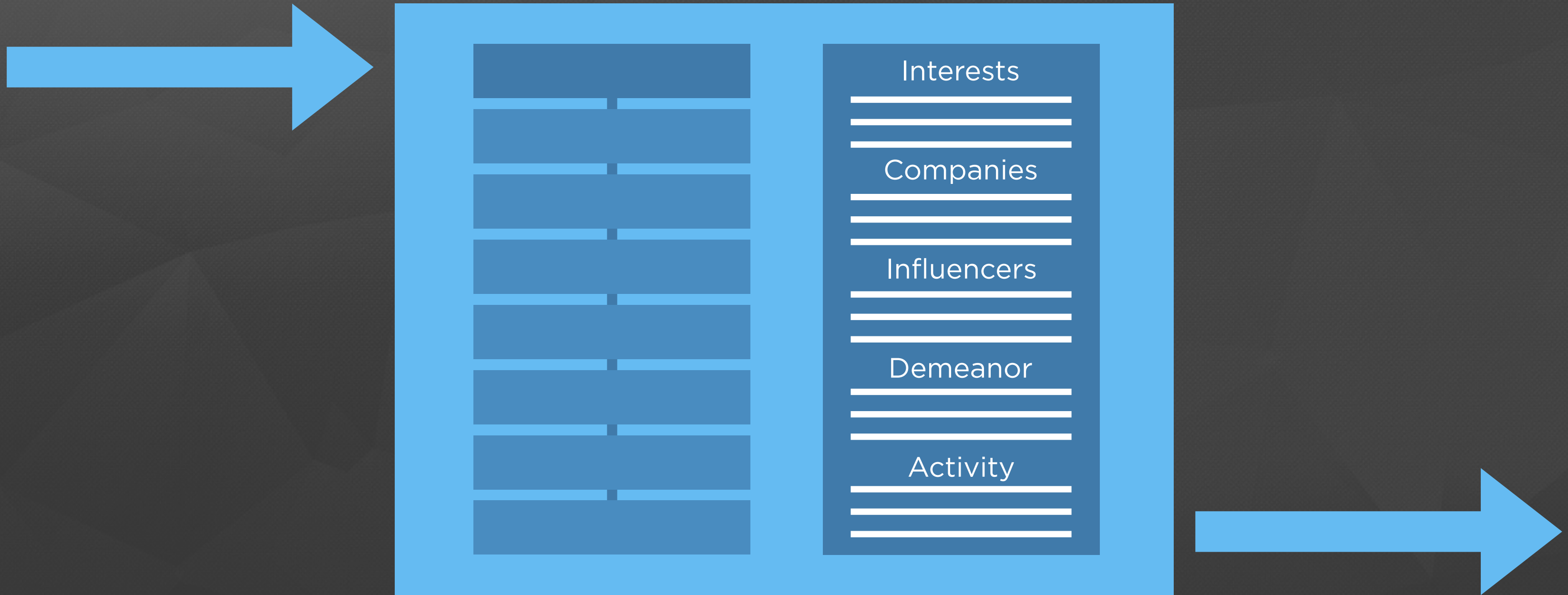




# Full Archive Search API

INSTANT ACCESS TO EVERY PUBLIC TWEET,  
GOING TO BACK TO JACK'S FIRST IN 2006.

### 3. Respond (With More Context)





# PowerTrack

FILTER THE FIREHOSE TO GET COMPLETE COVERAGE OF  
THE DATA YOU NEED

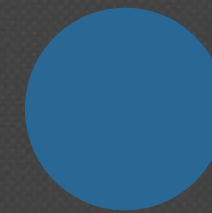
# 1. Get (More) Tweets

@mention

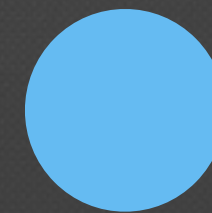
flights missed  
delays  
over booked  
lost luggage



**EXPLICIT**



**IMPLICIT**

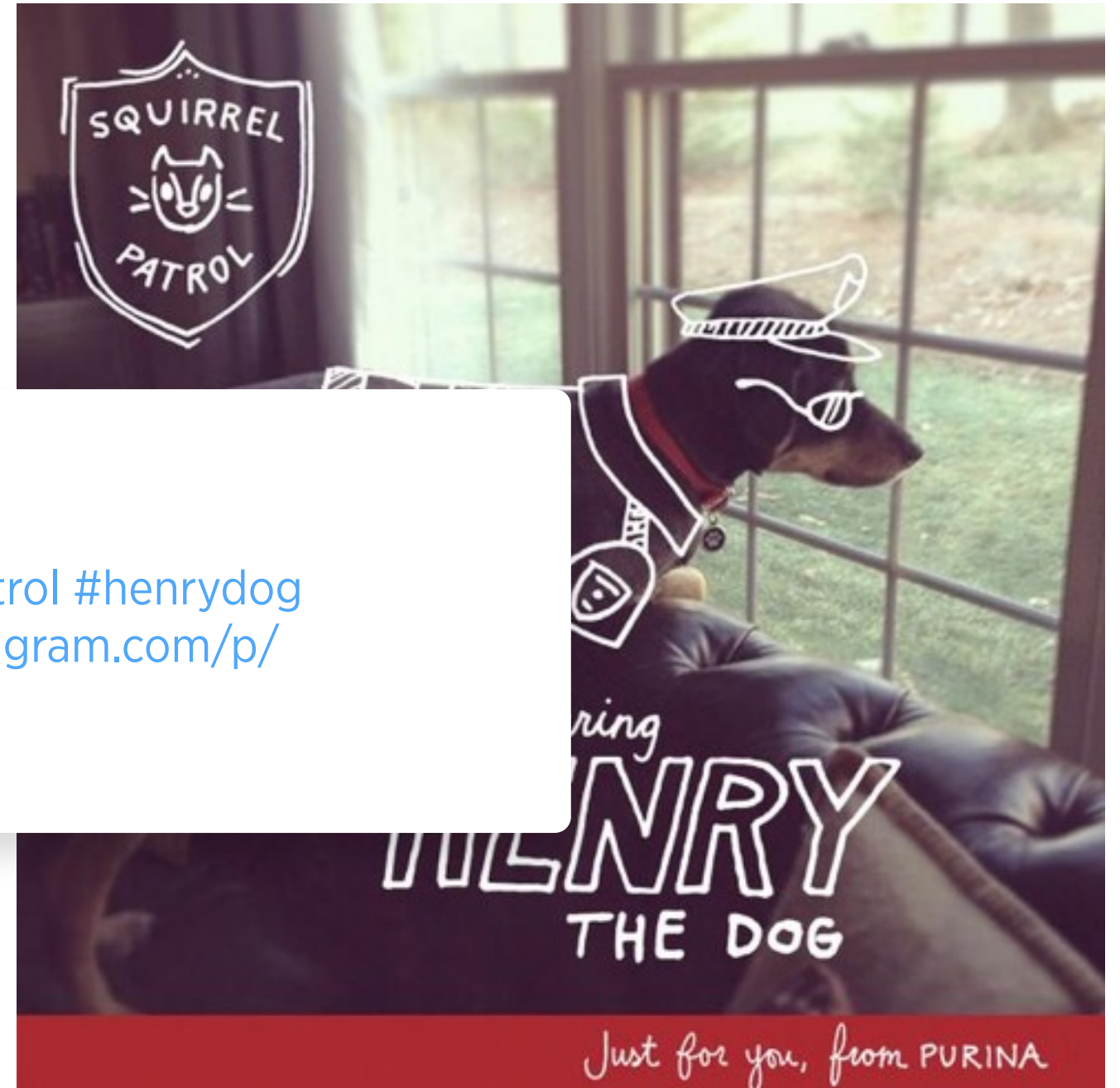


**EVENTS**

# 1. Get (More) Tweets



**Purina**   
@Purina



**Laura Spica**  
@lauraspica

Look ma, no legs! [#squirrelpatrol](#) [#henrydog](#)  
[#dogsofinstagram](#) <http://instagram.com/p/I9xFA2HIEG/>

Reply Retweet Favorite More

@lauraspica Being on [#SquirrelPatrol](#) is an important job! Does Henry always keep watch on his bushy-tailed friends?

Reply Retweet Favorite More



Twitter



Brands



Twitter



Partners



Brands



Thank You

@jefflesser