



White Paper

Twitter Customer Service + DM Deep Linking



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Simpler integrated Direct Messaging offers an improvement on the social media customer service front. What new opportunities and challenges will this open for your brand on Twitter?

media, and tagging a brand is easy to do. With more companies actively listening for mentions and responding to distress calls from their customers, this new feature affirms the future of social messaging as the premier channel for customer service. (From 2013 to 2015, Twitter in particular logged a 2.5X increase in the number of tweets directed at brands.)

In short, it's time for brands to take a fresh look at the way they use Twitter.

What is Direct Messaging Deep Link?

Customers who enjoy the convenience and speed of dealing with issues online versus encountering convoluted phone menus and call center hold music often direct their queries or complaints to brands on Twitter. Unfortunately, many issues cannot be addressed in a public conversation if confidential order numbers and personal contact information are required. Previously, the Direct Message process involved requesting that customers take extra steps to send a private reply, and brands that failed to allow DMs at all have been asking customers to send an email or fill out a service ticket on a website to gather required data. These additional steps take customers out of the social space where they often initially approach brands, so making the process easier for both parties improves efficiency. Twitter estimates that handling a typical customer care issue on social media can be done at 1/6 the cost of a call center interaction, and 33% of users surveyed prefer it.



Summary

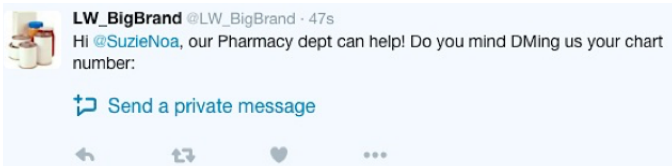
The latest offering from Twitter now allows customers to speak with brands privately via Direct Message with one click from the standard dialogue interface. It's a simple addition to the platform's dialogue capabilities, but can vastly alter customer service performance; order details and personally identifiable information can be passed confidentially to enable *in situ* case resolutions that can save time and manpower, lowering costs.

Twitter became a default customer service platform years ago; people love to vent about problems with businesses on social

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The new “Direct Message Deep Link” allows brands to type a reply tweet to a customer and include within it a single-click button for the customer to seamlessly send a private message back to the brand. This works for only brands that opt to receive Direct Messages automatically from their customers. Initialization of this feature requires a change to brand’s settings screen and when replying, including a link that invites the customer to interact privately.

A brand may not be able to resolve the issue immediately, but this capability can reduce the need to require customers to call a service number, fill out a website form, or send an email. Additionally, some customers may simply feel more comfortable discussing their issue where their friends and followers can’t observe the entirety of their conversation, especially if the details are private, involving things like PII, insurance claims, travel itineraries, or embarrassing side effects.

Considerations

There are advantages to using DM Deep Links, but some conditions that should be taken under advisement as well:

- a. Private dialogue isn’t always optimal: Direct Message Deep Links are useful for allowing customers to convey sensitive information, but there is also value in solving some problems publicly. Customers often retweet satisfactory resolutions that can serve as word-of-mouth testimonials to a brand’s responsiveness on Twitter.
- b. You must change your account’s Twitter settings: Use of this functionality requires your brand’s Twitter settings to be set to “Receive Direct Messages from Anyone” (Settings > Security and Privacy > Privacy). This may result in increased spam from users who are not your customers.
- c. Execution can be tricky: If you are not using social moderation tools that add the DM Deep Link to your replies, you must include a link in your Tweet using the following format: `https://twitter.com/messages/compose?recipient_id={your account’s numeric user ID}`, and it must appear at the end of your reply to show customers the “Send A Private Message” language, versus appearing as a standard link. Additionally, you will need to keep an eye on an extra incoming conversation stream, especially if your tools do not allow the creation of cases for each issue or individual customer.
- d. Escalation and follow-up are key: Customers you may have previously referred to a call center, email, or a web form will now expect a reply on Twitter through the Direct Messaging mechanism. You will no longer be able to “pass the buck” to another team if you have promised resolution on Twitter, and late replies can lead to loud complaints from customers to their followers that your social media customer service is being poorly handled.

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About LiveWorld

Through services and software, LiveWorld empowers the largest companies in the world to deliver social customer experiences that deepen relationships between brands and customers. Our marketing, customer service, and insights solutions enable companies to maximize the potential of social media and online communities. LiveWorld services include strategy, campaign management, content moderation, customer engagement, social media analytics, and customer service. For over 19 years, LiveWorld has delivered services and software for moderation, engagement, customer service, and insight, enabling brands to manage social media and online community programs at scale. LiveWorld clients include the #1 brands in consumer packaged goods, retail, pharmaceutical, financial, and travel services. LiveWorld is headquartered in San Jose, California, with offices in New York City and Austin.

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