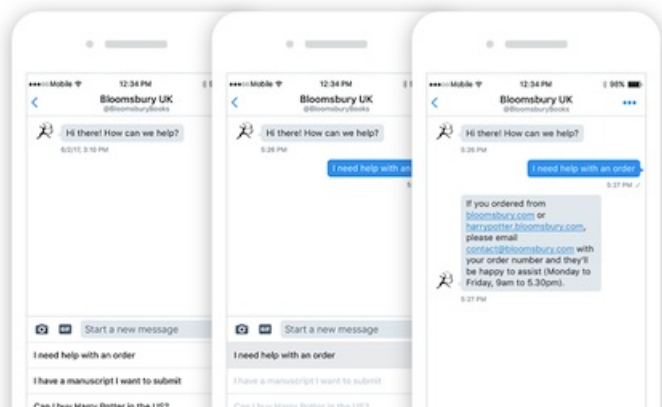


## MARKETING

# Twitter betters marketers' customer service by making chatbots easy to build

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Customers can interact with marketers' chatbots. Image credit: Sprout Social

By BRIELLE JAEKEL

Consumers are flocking to social media to have customer service queries answered, and brands and Twitter are responding by making the process more seamless.

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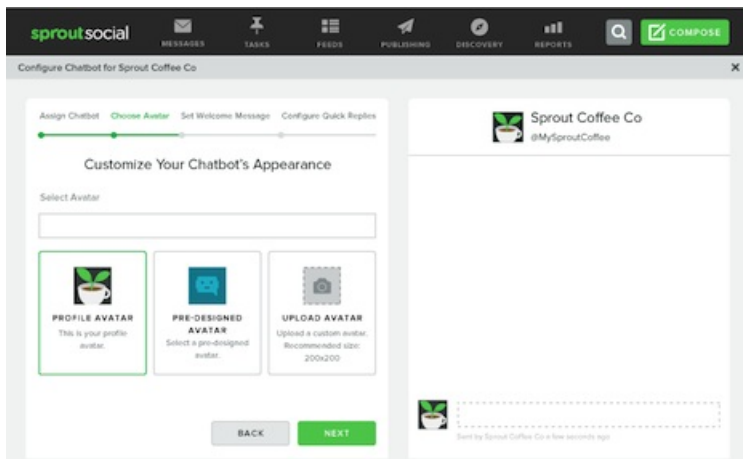
Twitter has released a bot builder in which brands such as idea sharing platform Evernote and the United Kingdom's Monarch Airlines are using to answer customer questions. Through direct messaging on Twitter, these bots will help answer these issues and direct the query to the correct department.

"The Sprout Bot Builder innovates and streamlines the way brands communicate with their customers on Twitter, augmenting the human experience with scalable tools to automate repetitive tasks and get to resolutions more quickly," said Andrew Caravella, vice president of marketing at **Sprout Social**, New York.

**Twitter** worked with Sprout Social to create the bot builder.

## Social customer service

Customer service lines are being mirrored through social media. Social platforms such as Twitter are being used for not just connecting with friends, but with brands as well.



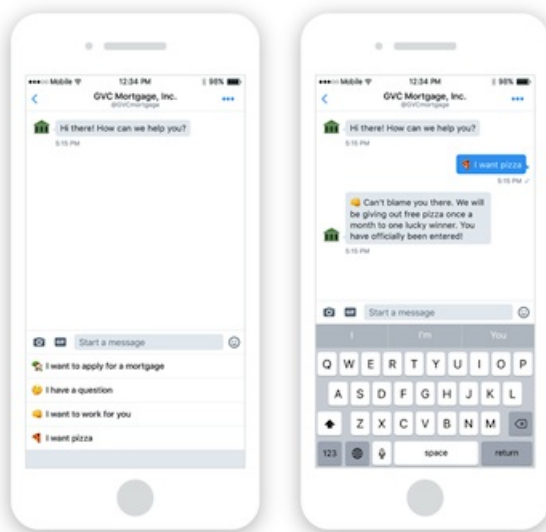
*Sprout's Twitter bot builder. Image credit: Sprout Social*

The bot builder will allow brands to build a chatbot that will answer customer inquiries through direct message, which a customer service representative will be able to monitor.

Online document builder Evernote and British airway Monarch Airlines were the first to test the bot builder out. The builder allows any brand team member to build a bot without needing technical skills.

Evernote was able to drive an increase of 80 percent in the number of customers helped via direct message on Twitter.

The bot builder can allow marketers to create message prompts that users can choose from or just simply create a bot that will answer to any message.



*Example of a chatbot conversation*

Users can interact with a variety of customer service inquiries. The bot will help as much as it can before the problem is handed off to a human associate.

#### Chatbot insight

Sprout notes that brands on Twitter receive an average of 2,742 messages per account each quarter. This number of queries a day is almost impossible to respond to in timely manner without some sort of automated system.

For instance, 12 percent of brands respond at all and those that do take 11 hours to do so.

Luxury retailers and brands should be leveraging chatbots to better combat the disconnect in conversion rates for selling online high-end products.

A survey from Retale has revealed that more than 70 percent of consumers are interested in connecting with a branded chatbot. Consumers are interested in experiences that make their lives easier or offer some sort of value in return, and chatbots can accomplish this ([see more](#)).

Swiss jeweler de Grisogono recently showed off how to do this by putting on an interactive guide to St. Moritz for the ultimate alpine get-together experience.

Each winter season, de Grisogono celebrates its Swiss heritage by heading to the Alps during prime ski conditions. At the center of its Swiss Alps-themed venture is de Grisogono's Black Book, a print travel guide dedicated to a location particularly popular for winter activities such as apres ski ([see more](#)).

"The new feature is innovative because it is a user-friendly, intuitive builder that gives brands of all sizes the ability to create and manage bots within the Twitter experience," Sprout Social's Mr. Caravella said.

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