

#TwitterWorks for Customer Service

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Twitter makes customer service possible in just 140 characters. Listen first, hear the problem, fix the problem, with a smile.



less than 10 seconds ago via web

 [Delete](#)



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http://www.flickr.com/photos/clover_1/1178035169/

Why Twitter matters?

- 75 million + accounts
- 3 new people per second
- 1 in 4 Twitter accounts have 0 followers
- 40% of Twitter accounts have 0 tweets

Listen Up



Engagement at the Point of the Experience

Mobile Matters





Rules of Engagement

- Customers expect a response...FAST!
- Watch your words
- Nothing is private
- Disclose your relationship
- Everyone is in customer service

Service Recovery



Connect with Phil

- @philgerb on Twitter (<http://twitter.com/philgerb>)
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