



HelpConnection.NET – Twitter Help Desk Software

Now you can find, capture and send Twitter tweets, from your help desk admin area.

"Helpdesk software just got social!"



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Why Twitter?

Twitter is a short messaging service (SMS) phenomenon; it's *huge*. In 2008, Twitter went from 22nd place in social network rankings to third place, with even more growth in 2009.

More Twitter Stats

But most importantly, Twitter is probably being used by your existing customers and *potential* customers to talk about their experiences and to ask questions ... and your competitors may already be tweeting these customers.

Why is Twitter so popular?

For your customers, tweeting is fun, fast, great for the ego, and mobile. Twitter is designed for text messaging... updating the world about *what you're doing*, and finding info from your cell phone

For businesses, think of tweeting as a way to *text message* your news or individual messages out to millions, using an established medium. One tweet can be picked up by millions around the world, so your customers now have power! But will they use that power for good or for evil?!



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If the messages are positive, tweeting has a massive marketing potential, but if the tweets are negative toward your company or product, you need to do damage control, fast!

With so much control in the hands of the consumer, many believe that social networking will eventually outpace internet and email use. (So they say... but for *now*, we still need the internet and emails too.) Since anyone can use Twitter as a giant, world-wide *Request for Information* (RFI), why search? Let others contact *you*!

Can Twitter be used as a helpdesk?

Not by itself, but it's an important *communication medium* to get your message out, if it's what your customers are using! Denying the importance of social media today can be compared to ignoring communication innovations of the past - such as telephones, television, the internet and email. Not wise at all! Your customers are using PDAs and mobile phones more and more, most likely texting will increase over time and social media will continue to grow. Potential customers all over the world are tweeting for advice on products and services. (Your company can be *in* on that, while still maintaining all the other means of excellent customer service.)

Using Twitter *and* helpdesk software means that you'll have knowledgebase article links that you can use in your tiny Twitter tweet message. Or, tweet your customers providing an email address for your service desk. This is another way to get an instant ticket providing the individual with a new account automatically (if they don't already have one), and you can now answer their issues privately.

In the meantime, *other* Twitter users (existing and potential customers) are seeing your company as a caring, proactive business that provides fantastic customer service! (Get great PR while providing customer service!)

Why not Twitter alone?

There are some good reasons why Twitter *alone* (without the backup of good helpdesk and knowledge base software) is not ideal.

1. Privacy
Unless your clients are all *following* you, you can't keep any of your messages private. However, if your helpdesk software can capture emails, you can ask tweeters to email you. Now they have a private ticket set up for them to talk with you... and you can always tweet replies or links back, right from the ticket.
2. 140 Characters!
The character limit makes sense for Twitter... it's the perfect length for mobile phone



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screens. But it's just not enough for a customer service ticket! But if that tweet links to a KB article, you can provide a *lot* more information.

3. Online?

If your message is time sensitive and important but your audience doesn't have their cell phone turned on, your tweet might not make it on time. Be safe, send it via email and RSS feeds too!

4. Data

Both the company, and the customer should be able to refer back to that message. Twitter can't keep your data forever, and it isn't neatly organized by topic. But, with HelpConnection.net you can capture important tweets as tickets! Now the twitterer, twitter ID, and message are all recorded in a ticket within your own database, along with any actions taken and any customer info you can collect. Updates can be viewed in an organized, sequential manner.

5. Reporting

Can't report on it, if you don't have the data.

6. Control

When using HelpConnection.net, you can control which customer service agents can send Twitter tweets, or perform any of the Twitter functions within the software. Since ticket information is being stored in your own database, you can track exactly what has been said by whom... since everyone knows that, it leads to yet more control.

How Help Desk Software Can Use Twitter

HelpConnection is a full customer service software system, that handles all the usual mediums of customer communications, plus Twitter. This includes online KB articles, forms for your site, emails (incoming to create a ticket and outgoing), and forms for customer service agents to use when customers telephone. This is important, because as great as Twitter is... you should be open to the *other* popular means of communication too. (As long as all those contact mediums gather the data into one single resource.)

Finding Twitter Tweets

From the HelpConnection admin, Twitter Cloud Management tool, you can establish phrases that should be searched regularly. Since there several million tweets per week, you need to minimize the results. Try using your company name or specific product names. If your business has a local market, name the city or neighborhood.



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Capturing Twitter Tweets as Tickets

Many tweets won't need a response. But *important* tweets that may require an action can be made into a ticket at the click of an icon. [Read more about HelpConnection's Twitter Capture Process.](#)

Sending Twitter Tweets

With HelpConnection, you can send tweets while working on any ticket or issue, no matter how that ticket originated. Or, tweet a reply to someone's existing tweet. Send a brand new tweet to Twitter to announce news or updates to important activities.

Using Twitter's Other Functions via the Helpdesk Software

When your twitter account information is entered into your agent profile, you can also click on the following Twitter function icons from within the [help desk software admin area](#).

- My Messages:* Shows a list of tweets authored from your Twitter account.
- Direct Messages:* List of private tweets (DM) sent directly to your Twitter account.
- Mentions Me:* List of tweets that reference your username (@username), including replies.
- My Followers:* List of Twitter users that are following your tweets.
- My Friends:* List of Twitter users that you are following.