



Is your customer
support team ready
for **Black Friday**?

Black Friday On Sale Customer Service

Ying-Ying Zheng



Black Friday On Sale Customer Service:

2024 Holiday Customer Service Blueprint Jelisaveta Sapardić, 2024-08-20 Did you know that customer service requests can increase by 65% during Black Friday and Cyber Monday compared to a typical day? This staggering surge can overwhelm even the most prepared customer support teams as they struggle to manage a flood of repetitive questions, keep response times low, and maintain high levels of customer satisfaction all at the same time. However, this surge also presents a critical opportunity to boost revenue and acquire new customers, with over 87% of consumers shopping during Black Friday and 61 million people globally purchasing from Shopify-powered brands. Drawing from our experience supporting over 300,000 businesses worldwide, we understand the importance of a seamless customer experience, especially for e-commerce companies and SMBs. We've developed strategies that help businesses overcome customer service challenges during peak shopping times. In this ebook, we'll share practical tips and insights from industry experts to help you manage customer demands during these critical periods. Learn how to navigate and thrive during the busiest seasons with our proven advice.

The Discourse of Customer Service Tweets Ursula Lutzky, 2021-10-21 The Discourse of Customer Service Tweets studies the discursive and pragmatic features of customer service interactions, making use of a corpus of over 1.5 million tweets from more than thirty different companies. With Twitter being used as a professional service channel by many transport operators, this book features an empirical analysis of British and Irish train companies and airlines that provide updates and travel assistance on the platform, often on a 24/7 basis. From managing crises in the midst of strike action to ensuring passengers feel comfortable on board, Twitter allows transport operators to communicate with their customers in real time. Analysing patterns of language use as well as platform-specific features for their communicative functions, Ursula Lutzky enhances our understanding of customers' linguistic expectations on Twitter and of what makes for successful or unsuccessful interaction. Of interest to anyone researching discourse analysis, business communication, and social media, this book's findings pave the way for practical applications in customer service. *Internet Retailing and Future Perspectives* Eleonora Pantano, Bang Nguyen, Charles Dennis, Sabine Gerlach, 2016-12-08 Since the first edition of this landmark textbook, online shopping has grown exponentially to the point that it now threatens to eclipse the high street. With online retail offering both advantages and challenges that are distinct from traditional commerce, this textbook provides new approaches to retailing and, as such, helps readers to take advantage of new digital technologies. This long-awaited new edition provides a thorough and substantial update to its solid core principle of digital retailing and its relationship with conventional retail methods. These principles are explained clearly and practically to provide students, entrepreneurs, and researchers with a reliable guide to the implementation and operation of a successful online retailing business. Updates to this edition include search engine marketing and search engine optimization, new and updated case studies including Tesco's virtual store, Ray-Ban's smart mirror, IKEA's mobile catalogue, and Nordstrom's TextStyle Social networks and electronic word of mouth.

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