

Actions to Do during a Shift Interaction Creation

Introduction:

As you have understood, you never send Mass Messages, or automatic messages.

So, you will have to create interaction, and will trigger discussions.

You must be active in discussions, you must never be waiting for new messages to arrive passively.

We must follow up, without being very insistent, with customers who have not responded during an exchange.

Also, it is obviously very important to keep notes up to date for customers, and to properly manage labeling regarding their situations.

I. Interaction

- Manually sends messages to all fans “Online”
- Resume message to fans who did not respond (Not Online)
- Deep involvement in discussions
- Perform constant reminders /Open questions

II. Notes and Labeling

- Note taking for all customers who arouse interest (Where there is a connection departure)
- Systematic labeling of each client according to defined criteria

