

CONSUMER TWITTER GUIDE

Dear Consumer

We receive 1000s of complaints every day related to consumer grievances. Issues related to refunds, faulty products, delay in product / service delivery, quality; are the prominent complaint topics amongst several others.

We understand that for every complaint it is not possible for a consumer to come to Consumer Forum hence social media, particularly Twitter helps in the effective way. Our analysis also shows that brands too respond to the grievances / issues raised on Twitter in a time bound manner. Hence, basis platform insights below are the recommendations w.r.t to raising an issue on Twitter

1. Tag us (**@consumerforum_**) on every Tweet related to any consumer centric grievance
2. It is extremely important to tag the seller / service provider's correct Twitter Handle for a response. In case of any confusion about the right handle, it is recommended to visit website of the brand (Google search the name of the brand & then visit the official website)
3. Many brands especially the Banks maintain dedicated Twitter Handles for customer support. It is advised to tag them as well on the Tweets (These handles can be searched in Twitter as well)

We also believe that **Consumer Reviews** acts as a strong information source & can help others in an effective way. In order to make your Tweets easily discovered by others we recommend the use of hashtags but in the correct way. Correct hashtags not just help in discovery of Tweets but also enhance reach of the Tweets hence more exposure to the complaint and better chance of resolution

With the view to segregate the Tweets basis the topic & sentiment / tone (Positive or Negative), we recommend to use the hashtags as below

A) For a Positive Tweet

#YesBrand

Example –

- If you feel that Airtel is giving you good service you can share your experience by using the hashtag as **#YesBrand**

B) For a Negative Tweet

#NoBrand

Example

- If you feel that Amazon is not able to provide you good service you can share your experience / complaint by using the hashtag as **#NoBrand**

Declaration: Brands names shown in the above examples are for representations & information only & should not considered as any recommendation.
