Capturing Customer Data through Intercom Tags

Document Title	Using Tags
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Current Intercom Tags

Conversation Tag	Description of Conversation Context	What this Tag Tells Us
Venue: Configuration Support	**Client Type:** Venue **Incident Description:** Venue needs help with configuring a feature or understanding how a specific feature's configuration works **Example:** How to set up commissions	Do we need better onboarding processes?Do we need better support materials?
Venue: Feature Request/Limitation	**Client Type:** Venue **Incident Description:** Venue would like a new feature or would like an existing feature to expand in capability **Example:** Feature does not allow venue to capture certain data they would like to view	Do we need to improve our software?

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Venue: Feature Clarity	**Client Type:** Venue **Incident Description:** Venue is unsure of what a feature is, why it would benefit them, and/or how it works **Example:** Venue is completely unaware of a feature that would directly benefit their preferences or how to use features they are aware of to benefit their preferences	Do we need better onboarding processes? Do we need better support materials?
Venue: Credit Card/Fraud Issues	**Client Type:** Venue **Incident Description:** Venue is experiencing a credit card and/or fraud issue **Example:** Venue's CC information is wrong	Do we need to audit our payment gateways? Are there new fraud trends we're not aware of?
Venue: Bug	**Client Type:** Venue **Incident Description:** Venue is experiencing a bug that needs to be fixed in the system **Example:** Platform is not updating with expected screen because of platform error	Do we need to focus on patches?
Venue: Human/Buying Error	**Client Type:** Venue **Incident Description:** Venue has made an error from human carelessness **Example:** Venue put the wrong dates into an event	This is an ideal situation for customer support.
Customer: Unclear on Venue Policy/Event Info	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer needs help with an issue resolved by Venue policy **Example:** Customer/Event Goer would like a refund or cancellation Customer/Event Goer does not know how to redeem tickets they won in a contest	Do we need to provide venues with outlines on how to properly communicate to customers?

Customer: Unclear on Venue's Event Status	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer needs clarity on an issue that has risen from a specific event **Example:** Customer/Event Goer has been told that the event has been cancelled but does not know what to do with their ticket and if they're given a refund	Do we need to provide venues with outlines on how to use mass messaging/emails?
Customer: Issue Related to Venue Configuration Error	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer cannot complete desired actions because of erroneous feature configuration **Example:** Customer/Event Goer cannot access VIP tickets for purchase, though told they would be	Do we need better onboarding processes? Do we need better support materials?
Customer: Credit Card/Fraud Issue	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer is experiencing a credit card/fraud issue **Example:** Customer/Event Goer's CC is not working	Do we need to audit our payment gateways? Are there new fraud trends we're not aware of?
Venue: Escalation	Venue has issue that requires the involvement of a second Showpass team member	Do we need new incident types and materials?
Customer: Escalation	Customer/Event Goer has issue that requires the involvement of a second Showpass team member	Do we need new incident types and materials?
Customer: Feature Request/Limitation	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer would like a new feature or for a current feature to expand in capability **Example:** Feature does not allow viewing seat map	Do we need to improve our software?
Customer: Feature Clarity	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer is unsure of what a feature is, why it would benefit them, and/or how it works **Example:** Customer unaware of Universal Barcode	Do we need better support materials?

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Customer: Bug	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer is experiencing a bug that needs to be fixed in the system **Example:** Platform is not updating with expected screen because of platform error	Do we need to focus on patches?
Customer: Human/Buying Error	**Client Type:** Customer/Event Goer **Incident Description:** Customer/Event Goer has made an error from human carelessness **Example:** Customer/Event Goer unsure of why event dates don't match purchase (purchased wrong dates in process)	This is an ideal situation for customer support.

How to Use Intercom Tags for Conversations

When a Venue or End-Customer messages you through the Intercom system, you are able to tag conversations.
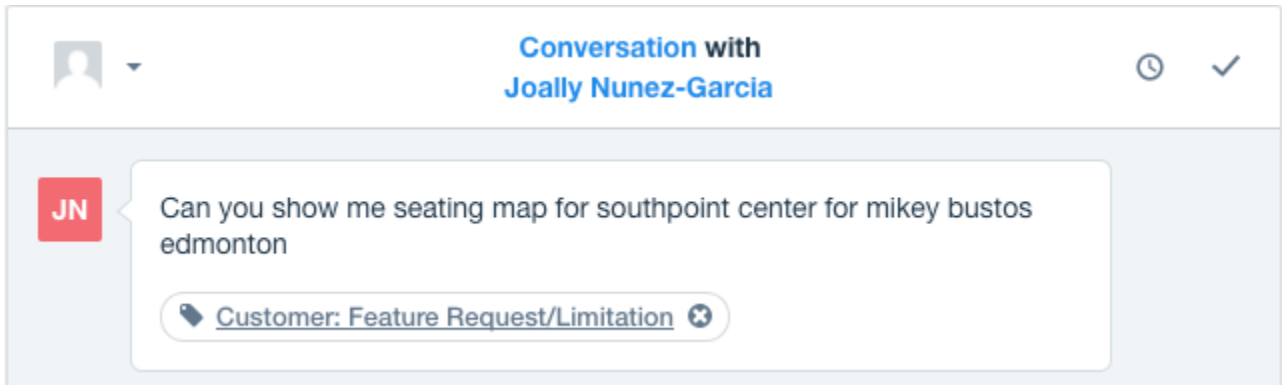
1. Hover your mouse over the message they send. A tag symbol will appear.
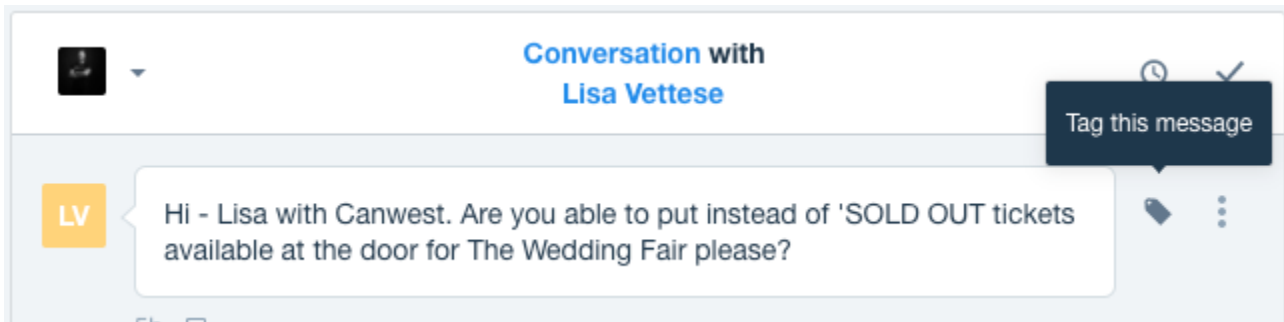
2. Click this symbol and it will give you a choice of the above tags.
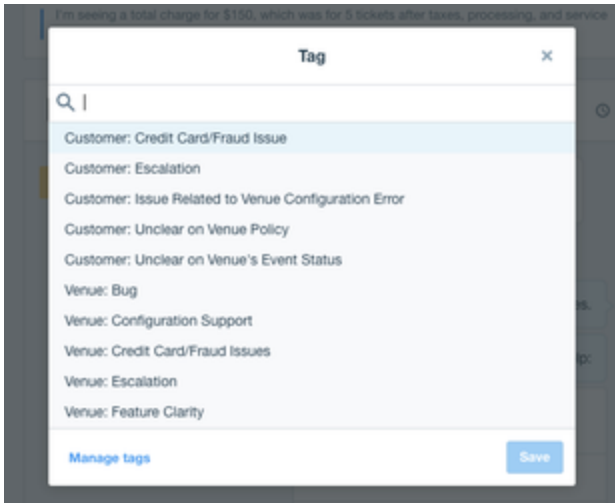
3. The conversation will be tagged and appear like this:

Where You'll Find the Conversation Tag Graph

Login > Respond > Reports > Performance > Scroll to "Conversations Participated In, by tag"