



May 3, 2023

Wordplay, Twitter Dumps Partners, and AI's Role in Multilingual Customer Service

Hello Ruth Ann,

I just heard that the suspected shooter in the latest (as of today) horrific mass shooting was arrested in a town called Point and Shoot, just 15 miles from the scene of the crime. It's a fitting name and that's all I'll say.

Gentler examples of wordplay are below, where you can also read about Twitter's continuing march to destroy its reputation, this time among other tech companies.

There's also a discussion about how customer service can effectively use AI translation services with live agents to by step those annoying "I don't understand. Please choose an item from the list" prompts.

Til next week,
Ruth Ann Monti

Writing Tips

Back in January, I wrote about adding shock value to content.

Here are wordplay examples I found in [Frank Bruni's newsletter](#). Bruni is on the *New York Times'* editorial staff and used to be its theater critic - no wonder he spots these gems!

- Following Fox's settlement with Dominion Voting Systems, Maureen Dowd wonders if [Rupert Murdoch](#) "may be losing dominion over his dominion because of Dominion." (NYT)
- Supreme Court judges should "[beware new friends bearing yachts](#)," Ruth Marcus advises in *The Washington Post*.
- Matt Damon and Ben Affleck resemble "shepherds in a Rembrandt Nativity, lit by the natural radiance of the Christ child" as they gaze upon the original Air Jordans. Anthony Lane writes about the movie *Air*. To be fair, it *is* about marketing sneakers. (*The New Yorker*)
- "You need to have a pretty informed idea of [what the box is](#) before you can think outside it," Louis Menand muses in *The New Yorker*.



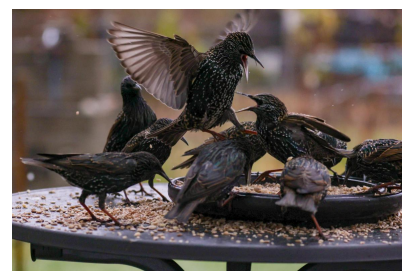
Shocking! - David Cardinez/Pixabay

SEO/Content News

[Search Engine Journal](#) reports that Twitter has severed relationships with large and small partners by either cutting them off from accessing its API or pricing it out of their reach.

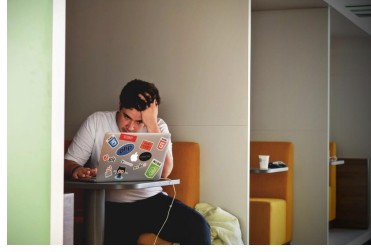
Jetpack, a popular WordPress package that provides security, spam protection, and social media auto-posting, says it tried to negotiate a price "in good faith."

Other casualties include mobile app developers Tweetrific and Tweetbot, whose names pretty much sum up their purposes.



Fighting over API scraps
2502petraprivat - Pixabay

Both developers claim their access was suspended without warning. Tweetbot is pleading with customers not to ask Apple for refunds, which "would be devastating to a small company like ours."



AI In Customer Service

"In customer service, there is no room for 'miscommunication,'" Robert Rose writes for Content Marketing Institute.

Customers, Rose says, want a "quality message" promptly delivered in their native language, citing a 2021 study by the Unabable AI-driven translation platform that identified three top customer priorities:

1. Quick response (47%)
2. Fast resolution (46%)
3. High quality (40%)

While I understand that even more AI is inevitable in customer service, I'm relieved to read that Rose, at least, supports keeping the human touch.

"The key is to understand where to apply [AI]," he writes, "because human participation is still needed. Customer agents need the right signals to know when to step in and tune the content based on the uniqueness of the person's needs."



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