# 🛠️ Retail Customer Support & Issue Tracker (for SaaS Brands’ Customers)

## ✅ Module Overview

This module enables SaaS brands to manage support issues raised by their end customers (retail buyers) via social platforms (e.g., Facebook, Instagram) with AI-powered ticket creation, assignment, automated updates, and reporting. It helps streamline support workflows inside Facebook/Instagram inboxes without the need for external support tools.

## 🎯 Goals

* Track and resolve customer issues raised in FB/IG messages or comments
* Allow staff to assign, resolve, and follow up using internal dashboards
* Empower AI to detect, log, and respond to basic issues
* Build support history and performance metrics per brand

## 🔄 Workflow Summary

### 1. **Issue Raised**

* AI detects negative sentiment or complaint from:
  + FB comment (e.g., “Didn’t get my order”)
  + Messenger/Instagram DM (e.g., “Package wrong!”)
* AI replies instantly: *“So sorry to hear that! I’ve flagged this to our team. We’ll update you soon.”*

### 2. **Support Ticket Creation**

* System creates a ticket:
  + Customer Name, Platform, Message
  + Order history (if matched)
  + Type: Delivery Issue / Product Defect / Refund Request, etc.
  + Auto-tags: Priority, Repeat Complaint, Escalated

### 3. **Assignment & Tracking**

* Admin/staff assigns issue to relevant person
* Internal notes added (not visible to customer)
* Priority & status tracked: Open > In Progress > Resolved

### 4. **Customer Follow-up**

* AI sends follow-up if no staff reply in X hours
* Staff can send manual updates (via Messenger reply)
* AI optionally checks back: *“Everything okay now? 😊”*

### 5. **Resolution & Feedback**

* Ticket marked closed by staff/AI
* Option to collect satisfaction feedback via Messenger emoji or message

## 🤖 AI Capabilities

* Complaint detection via NLP + sentiment engine
* Intent tagging (issue classification)
* Auto-reply suggestions
* Delay-based follow-up automation
* Complaint pattern analysis

## 🧩 Integrations

* **Inbox AI**: For real-time complaint detection
* **CRM & Order Mapper**: Attach past purchase/order info
* **UGC Tracker**: Check previous interactions

## 📊 Reporting Metrics

* Daily ticket volume
* Resolution time averages
* Unresolved ticket alerts (age > 24h)
* Escalated issues
* Staff performance dashboard

## 🖥️ UI Components

### Staff Dashboard

* Ticket Inbox: Filters by Status, Staff, Type
* Issue detail pane: Timeline + Internal notes
* Quick action buttons: Reply / Close / Escalate / Assign

### Admin Panel

* View ticket backlog by brand
* Set auto follow-up durations
* Customize tags and categories

### Superadmin View

* Monitor all brands’ complaint stats
* No customer PII access
* Exportable brand-wise metrics

## 🔐 Permissions

* Agent: Create/update/resolve assigned tickets
* Admin: Assign, tag, escalate
* Superadmin: Metrics only, not data access

## 📦 Storage Tables

* support\_tickets
* ticket\_notes
* ticket\_tags
* customer\_issue\_map
* ticket\_resolution\_logs

## 🔗 Future Extensions

* AI-generated FAQ reply suggestions
* Auto-merge repeated issues
* Customer support satisfaction tracking per brand

✅ Ready for API + code-level integration planning.