# 🛠️ Retail Support + Issue Tracker Module

## ✅ Module Overview

This module manages support tickets and issue tracking for **retail customers** (end-users of SaaS brand clients) via social channels like Facebook and Instagram, as well as web/app support interfaces.

The system allows both **AI** and **human agents** to: - Create issues based on inbox complaints or comments - Track progress of issues (open, pending, resolved, etc.) - Automate follow-ups and customer updates - Assign tickets to agents - Generate insights on issue types, resolution times, and agent performance

This works *alongside* brand-managed customer service teams, while optionally integrating with their CRM or inbox tools.

## 🎯 Key Goals

* Provide structured customer service to Facebook/Instagram users
* Automate reply + resolution steps using AI
* Enable human agents to intervene where needed
* Maintain brand loyalty through clear and prompt responses
* Allow customers to track issue progress via web profile or inbox messages

## 🧠 Feature Set

### 1. Issue Detection & Creation

* Auto-detect issue tone from FB/IG comments/messages
* Detect keywords like “problem,” “refund,” “wrong product”
* Allow AI to create issues with:
  + Summary
  + Customer details (matched from mapping engine)
  + Platform + timestamp
* Manual issue creation via agent panel

### 2. AI Response & Follow-Up Engine

* Auto-reply: “We’ve created a support ticket. Here’s your issue ID.”
* Auto-assign urgency tags: High / Medium / Low
* Schedule follow-up messages (e.g., “We’re still checking on your issue…”)
* Use ChatGPT-style tone templates per brand
* Provide step-wise updates (“Shipped again”, “Refund issued”)

### 3. Agent Panel

* List of open/closed issues with filters
* Chat view of original message + replies
* Notes & internal comments
* Assign/reassign agent
* Mark resolved with action summary

### 4. End-User Visibility (Web Profile)

* Logged-in retail users can:
  + See list of their support issues
  + Track status (pending, shipped, resolved, etc.)
  + Add comments/attachments
* Optional: send email/SMS/inbox updates automatically when status changes

### 5. Analytics & Reports

* Avg. time to resolve per category
* Peak complaint sources (platform, agent, product, etc.)
* Monthly summary for brand owners
* Agent scorecard (speed, quality)

## 🧩 Integrations

* Facebook/Instagram inbox parser
* WooCommerce / Shopify (to validate order ID, refund status)
* CRM or Customer Mapping Engine
* ChatGPT for AI response templates

## ⚙️ Technical Stack & Tables

### Tables:

* support\_issues
* support\_comments
* support\_agent\_assignments
* support\_issue\_templates
* support\_resolution\_log

### APIs / Services:

* AI Tone Generator (GPT)
* Social Inbox Ingestion API
* Customer Identity Mapper
* Webhook triggers for status updates

## 🔐 Permissions

* **Retail Users**: View their own issues, comment
* **Brand Support Staff**: Create, edit, resolve tickets
* **Superadmin**: See global logs, manage agent permissions

## 💡 Optional Extensions

* SLA timer with escalation
* CSAT (Customer Satisfaction) score capture after resolution
* WhatsApp issue reporting support

# 🧰 SaaS Customer Support + Brand Feedback System (Internal)

## ✅ Module Overview

This module is designed for brands (SaaS clients) to: - Submit bug reports, feature requests, or operational complaints to the SaaS platform team - Get support with onboarding, integrations, billing, and account issues - Receive updates and resolutions from the SaaS team

This allows the SaaS admin (you) to: - Track, triage, and respond to support tickets from brand users - Route issues to relevant technical or business teams - Collect actionable product feedback for future versions

## 🧠 Core Features

### 1. Brand-Side Issue Dashboard

* Submit ticket: select type (bug, feature, billing, help)
* Attach screenshots, links, logs
* Assign to department (tech, ops, success, billing)
* Track status: Open → Under Review → Resolved

### 2. Superadmin Admin Panel

* View all issues sorted by brand, type, urgency
* Assign support agents or engineers
* Add internal comments, resolution logs
* Trigger email/SaaS dashboard alerts on updates
* Export issues for reports / audits

### 3. AI Smart Triage

* Auto-categorize based on ticket description
* Prioritize based on keywords or affected module
* Recommend resolutions based on historical tickets
* Suggest FAQ links to brand automatically

### 4. SLA & Escalation Controls

* Define SLAs per subscription tier (Basic, Pro, Enterprise)
* SLA timers visible in admin UI
* Auto-escalate if overdue

### 5. Feedback Loop

* Mark tickets as “converted to feature request”
* Feature request board with voting & tagging
* Notify brand when released or scheduled

## 🔔 Notifications & Updates

* In-app + email notifications on status change
* Follow-up reminders for long-pending issues
* Digest summary per brand per week/month

## 📊 Analytics

* Ticket volume by brand, type, priority
* Avg. resolution time per category
* Recurring issues across clients
* Most requested features (converted from support)

## 🔐 Access & Roles

* **Brand Admins**: View + create issues, vote on features
* **SaaS Support Staff**: Manage issues, add notes, resolve
* **SaaS Superadmin**: Full control, analytics, SLA, export

## 📁 Tables:

* brand\_support\_issues
* brand\_support\_comments
* brand\_support\_assignments
* brand\_support\_resolutions
* brand\_feature\_requests
* brand\_support\_votes

## 🔌 Optional Integrations

* Slack or Email ticket piping
* HubSpot / Intercom CRM integration
* Auto-sync issue types with roadmap tool (e.g., Trello, Notion)

✅ Now documented. Ready to link from unified SaaS admin panel.