Big news: now you can streamline support conversations with Gorgias and Klaviyo

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Editor's Note: Learn about the new Gorgias and Klaviyo integration below, then join us for a webinar on Thursday, January 27th at 3pm EDT to hear more about what this feature means for your brand. **Register now**.

It's here. The new Gorgias and Klaviyo integration makes it easier for marketing and support teams to work together more efficiently. This powerful, newly updated integration automatically creates tickets in the Gorgias help desk when a shopper replies to an SMS campaign sent via Klaviyo.

Now, you can:

- save time by minimizing back-and-forth work between the platforms
- streamline customer support with tickets in a central place
- increase customer satisfaction with quick, targeted support

With just one click.

Minimize back-and-forth work

When Gorgias and Klaviyo are connected, there are no missed conversations or messy handoffs between marketing and support teams. Your support team can reply and follow up to any question sent from a customer, even if the customer is responding to an SMS marketing campaign. In turn, marketing teams can feel confident that no question is left unanswered.

Streamline support and centralize tickets

With this integration, replies to any Klaviyo SMS campaign will create a ticket in Gorgias, allowing support agents to reply without switching between platforms. Your customers' conversation and ecommerce details are available in the same view, making it quick and easy for your support team to respond and resolve issues.

Increase customer satisfaction

When you integrate Gorgias and Klaviyo, it's easy and efficient for your teams to work together as a single

storefront to provide the best support to shoppers. When you send targeted marketing campaigns via Klaviyo and offer personalized support via Gorgias, you can:

- build stronger customer relationships
- engage with your shoppers on a personal level
- create personalized experiences by sending targeted marketing campaigns via Klaviyo and offering personalized support via Gorgias

HERE'S AN EXAMPLE OF HOW THE NEW INTEGRATION WORKS:

Your marketing team creates an abandoned cart campaign in Klaviyo that sends an SMS message to shoppers when they have an item in their cart that they didn't purchase.

This campaign gets sent to a customer named Brandon, and he replies to the text by asking for size recommendations.

Previously, your marketing team would see the reply in Klaviyo. Then, they would either have to respond themselves or manually coordinate with your support team to resolve the issue.

With the new integration, Brandon's reply will automatically create a ticket in Gorgias, allowing your support agents to reply from the workspace they're already in.

This means faster responses and better resolutions for the customer and a smoother process for your internal teams.



