

Customer service ticket routing and response

Automatically routes incoming customer service tickets to the appropriate team and generates intelligent responses based on ticket content and customer history. Reduces response times and improves customer satisfaction through efficient ticket management.

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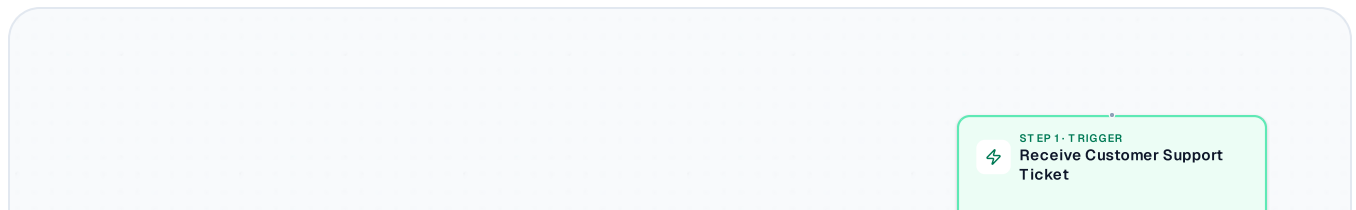


WORKFLOW TRIGGER

Customer submits a support ticket through any channel (email, chat, contact form).

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

Receive Customer Support Ticket

A new customer service ticket is created in Gorgias from email, chat, or contact form submission. The ticket contains customer information and

2

 ACTION

Enrich Customer Profile Data

Retrieve customer's order history, subscription status, and previous support interactions from Shopify. Merge this data with the ticket for context.

Gorgias

Shopify

3

 ACTION

Analyze Ticket Content

Use AI to categorize the ticket by type (shipping, returns, product questions, billing) and determine urgency level. Extract key entities like order numbers and product SKUs.

Gorgias

4

 DECISION

Route Based on Category

Automatically assign ticket to appropriate team or agent based on category, customer tier, and current team workload. High-priority tickets get escalated immediately.

Gorgias

5

 ACTION

Generate Suggested Response

Create AI-powered response suggestions based on ticket category, customer history, and knowledge base. Include relevant order details and next steps.

Gorgias

Shopify

6

 ACTION

Update Customer Communication

Send automated acknowledgment email to customer with ticket number and estimated response time. Add customer to relevant Klaviyo segment for follow-up campaigns.

Gorgias

Klaviyo

7

 OUTPUT

Deliver Routed Ticket

Present the enriched, categorized ticket to the assigned agent with suggested responses and full customer context. Track routing efficiency and response metrics.

Gorgias



Outputs

- Properly routed and categorized support ticket

- AI-generated response suggestions

AI Business OS



Key Metrics

- Average ticket routing time
- First response time
- Customer satisfaction score



Tools & Integrations

- Gorgias
- Shopify
- Klaviyo

AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

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