**Twitter Adds Human Element for Brands for Consumer Engagement**

Twitter has enabled brands to display the names and avatars of real staff in direct-message conversations to clearly differentiate to consumers that they are talking to a human, as opposed to a bot. T-Mobile has signed on as the first brand to use the feature, which was introduced based on company research that showed that "77% of people are likely to recommend a brand following a personalized customer service interaction," a Twitter spokeswoman said.

***Mashable 2/23/17***

<http://mashable.com/2017/02/22/twitter-personalized-customer-service/#mV1nJ0Q8skqV>