



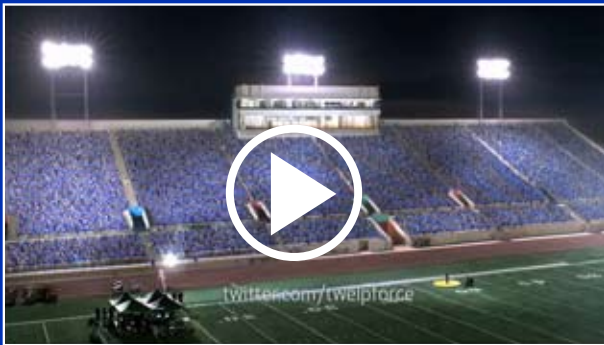
@Twelpforce™

Summary

Best Buy today unleashed a new service that enlists the passion and knowledge of Best Buy's vast employee base to bring assistance directly to customer computer screens via micro blogging site Twitter. Staffed by Best Buy employees from across all operations, including BlueShirts and Geek Squad, Twelpforce™ will answer product questions, troubleshoot technology challenges and solve customer service issues, all from the comfort of the users' keyboard or mobile phone.

Twitter users attempting to reach Twelpforce™ should address their questions to @twelpforce, to alert Best Buy employees of their problems or questions. Twelpforce™ will reply back to that specific user, although other Twitter users will be able to follow the conversation, should they so choose.

Video spot



Live Twelpforce™ feed

BEST BUY TWELPFORCE 774 Followers LOGIN FOLLOW

BBY 1453 is now following TwelpForce! Any questions we're here -- 919-686-2089! =D via @kcoulon
10 minutes ago

@fnorenberg For a rear Ipod connection. <http://tiny.cc/9bABf> for 259.99 or <http://tiny.cc/hYh3e> for 159.99 with an AUX... via @BestBuyDanvers
2 hours ago

@fnorenberg I used to have this: <http://bit.ly/OYSI8> & LOVED it. Should fit your Freestar. Check w/ our Autotechs for inst... via @gsagent1675

[GET WIDGET >>](#)

Twelpforce™ 101

- What is Twelpforce™?
- How do I ask a question?
- Who is Twelpforce™?
- What types of questions will Twelpforce™ answer?
- How can people see what others have asked?

Share



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