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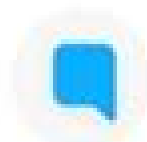


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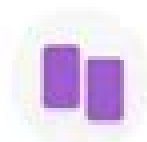
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Snapchat How To Customer Service

Ekaterina Walter, Jessica Gioglio



Snapchat How To Customer Service:

Snapchat Marketing - The Success Rule in Digital Industry Jon S. Wilson, Shawn Sharma, Gregory Jones, Kamil Sattar, Jean Fallacara, Ritam Gupta, Stephen Esketzis, Priyanka Sarmacharjee, Tyler Graham, Dinesh Nori, 2025-03-01 Snapchat Marketing The Success Rule in the Digital Industry is the ultimate guide to leveraging Snapchat for brand growth customer engagement and digital success This book explores the platform s evolution powerful marketing tools and innovative strategies that help businesses connect with their audience in an authentic and interactive way From crafting compelling Stories and mastering Snapchat Ads to utilizing AR Lenses and collaborating with influencers this book reveals the secrets behind successful Snapchat marketing Whether you re a business owner marketer or content creator this book will equip you with the knowledge to dominate Snapchat and stay ahead in the fast paced digital world Social ECommerce Stephan Spencer, Jimmy Harding, Jennifer Sheahan, 2014-08 Want to make money online If done well guerrilla social media marketing can help you persuade command attention establish dialogue differentiate yourself capture new markets and outmaneuver the competition all on a shoestring budget Whether you re selling digital goods and services physical goods or local services this book has the answers More Is More Blake Morgan, 2017-04-21 Less is more may be good advice for many efforts but it is terrible advice when it comes to customer experience Brands that want to stay relevant must apply more energy focus and resources to creating knock your socks off customer experiences than they ever did before Companies that embrace a more is more philosophy work harder and go further to ensure that their customers have a positive experience they do this through customer focused strategies and leadership via operations policies and procedures that consider how the customer will fare in every scenario Customer experience guru Blake Morgan walks you through the D O M O R E concepts that set businesses up for success by emphasizing the importance of relationships Companies that do more Design something special Offer a strong employee experience Modernize with technology Obsess over the customer Reward responsibility and accountability Embrace disruption and innovation More Is More offers practical advice for building or improving customer experience that you can apply immediately at your own organization Time is of the essence your customers are not willing to wait for you to get the customer experience right Outlining the key areas you need to address immediately More Is More will help you weather external changes remain relevant and thrive in today s ever changing business landscape **Exploring Management** John R. Schermerhorn, Jr., Daniel G. Bachrach, 2017-10-16 Exploring Management supports teaching and learning of core management concepts by presenting material in a straightforward conversational style with a strong emphasis on application With a focus on currency high interest examples and pedagogy that encourages critical thinking and personal reflection Exploring Management is the perfect balance between what students need and what instructors want **Fashion Business and Digital Transformation** Charlene Gallery, Jo Conlon, 2024-06-28 Fashion Business and Digital Transformation provides a practical and holistic overview of the fashion industry and the key technologies impacting the

fashion supply chain It covers product design and development production sales and customer experiences in physical online and virtual environments The key technologies impacting the ecosystem are explored including artificial intelligence virtual reality augmented reality digital fashion design NFTs 3D textiles and blockchain Strategic concepts such as retailtainment phygital gamification and e commerce are analysed alongside the effect of these key strategies for both the retailer and the customer Theoretical foundations are supported by extensive use of examples interviews and case studies drawn from a wide range of global fashion disrupters and cutting edge brands Engaging activities exercises and technical step by step guides are incorporated throughout which will both consolidate how technology is driving change in the industry but also equip the reader with the key skills and digital literacy capabilities required by future practitioners Online resources include chapter by chapter PowerPoint slides a test bank and links to further resources This examination of the digital transformation of the fashion industry will be essential reading for advanced undergraduate and postgraduate students of Fashion Management Fashion Business and Fashion Technology

Social Media for Business Linda Coles, 2017-07-06 The quick and easy guide to effective social media marketing Social Media for Business is the essential guide to navigating the social media maelstrom and effectively promoting your business online You ll learn how to develop a simple marketing plan use social media effectively and measure the results of your efforts as you turn contacts and followers into customers This new third edition has been updated to reflect the expanding influence of Instagram and includes Snapchat Security Social Influence and updated case studies that illustrate the rapid evolution of social media as a business tool You ll learn about the recent changes to Facebook LinkedIn YouTube and Pinterest and how to factor them into your strategy as well as when to decide to transition toward or away from any specific platform Social media can help you expand your networks engage with your customers and help you grow your business but not all platforms work for all businesses The best results come from directed effort and stellar execution and this book shows you how to make it happen from setup to sale Learn where to focus your efforts for maximum gain Discover the newest platforms their demographics and their potential Understand key changes that can affect the way you use major platforms Build an effective social media presence that translates into business Not every business needs a Facebook page but every business does need some sort of online presence and social media can be a high impact cost effective way to reach thousands of potential customers From building a profile to creating and curating content Social Media for Business is packed with guidance every business owner needs

Social Media Regina Luttrell, 2021-07-13 Updated to reflect the latest technological innovations and challenges the fourth edition of Social Media How to Engage Share and Connect helps students understand and successfully use today s social media tools as PR professionals and personal users Regina Gina Luttrell presents a thorough history of social media and pioneers of the field within chapters on specific subjects such as content sharing crisis communication ethics sticky social media and strategic campaigns This book will become your go to reference guide for all things social media related as it applies to public relations and the everyday

duties of PR professionals Features of the fourth edition include Chapter objectives and learning outcomes Social Media Expert profiles Theory into Practice boxes LRNSMPR Learn Social Media and Public Relations boxes Comprehensive glossary of terms Coverage of additional social media channels including Clubhouse and TikTok and visual content in the social sphere New appendix with social media guidelines template

The Laws of Brand Storytelling: Win—and Keep—Your Customers’ Hearts and Minds Ekaterina Walter, Jessica Gioglio, 2018-11-02 From the bestselling authors of *The Power of Visual Storytelling* comes the highly anticipated follow up *The Laws of Brand Storytelling* the definitive quick reading rulebook for how to use the power of storytelling to win over customers hearts minds and long term loyalty We have been sharing stories from the beginning of human civilization for good reason Stories captivate our attention and build communities by bringing ideas emotions and experiences to life in a memorable way This is proving to be an increasingly potent strategy in the era of the connected digital consumer With consumers more empowered than ever before your brand isn't what you say it is anymore it is what consumers say it is As a result capturing customers hearts and minds today requires businesses to prioritize emotional connections with customers to be in the moment having authentic conversations to share relevant inspiring stories that move and motivate people to take action How By following these laws The Protagonist Laws Know Who You Are The Strategy Laws Understand Your Goals The Discovery Laws Find Your Story The Story Making Laws Craft Your Story The Channel Laws Share Your Story The Laws of Engagement Engage with Your Communities Packed with inspiring tips strategies and stories from two leading marketing innovators *The Laws of Brand Storytelling* shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business attract new customers and inspire new levels of brand advocacy The authors lay down the law literally for readers through a compelling step by step process of defining who you are as a brand setting a clear strategy sourcing the best stories for your business and crafting and delivering compelling narratives for maximum effect Win your customers hearts and minds and you win their business and their loyalty

Social Marketing and Public Health Jeff French, 2017 The last ten years have seen tremendous advances in the theoretical and practice base of social marketing globally This book provides up to date thinking on social marketing theory and practice introducing new conceptual models and approaches to influencing behaviour to promote health and prevent disease

Surviving as a "Software as a Service" (SaaS) Startup Nick Birch, 2015-01-23 Thesis M A from the year 2015 in the subject Computer Science Software grade 1 6 Central Queensland University course Arts Administration Research language English abstract Software as a Service SaaS is changing the way businesses operate It's not just a trend it's a proven way for small business owners to save time and money We owe it all to the cloud for ushering SaaS into the business world When examining the basics of running a business a single subscription to a SaaS app could take the place of an entire department Small businesses and start ups can have email file storage expenses purchasing human resources collaboration and task management at a lower cost for IT and software With access to services and software that

was once only available to huge companies because of the high cost of infrastructures and maintenance software services allow a business to cut costs and focus on their product and services instead of setting up elaborate software or delegating between departments As a startup in the SaaS space it is a long and perilous journey just to survive let alone be notably successful As the marketplaces have become quickly crowded just finding a niche seems very difficult let alone actively dominating one The big players easily establish themselves offering freemium cloud storage and software build upon already successfully proven programs Microsoft now offers its Office suite in the cloud and Google has its slew of online business tools all as various and competitively priced monthly subscriptions Other startups moved in quickly at the outset snatching up software real estate and thriving Basecamp for project management Freshbooks for accounting Salesforce for customer relationship management Pinterest for project and interest discovery Snapchat for innovative mobile conversation the list goes on Vidra 2014 So what exactly does it take to survive as a SaaS startup in today's information age Technological innovation design strong business models and customer attraction and retention all seem to be at the forefront of SaaS culture although the difference between short and long term success may be more elusive than any particular set of recipes for permanence

Why customer disengagement matters David Finken, 2016-09-20 Bachelor Thesis from the year 2016 in the subject Business economics General grade 1.3 sehr gut University of Bayreuth language English abstract Recently plenty of research was conducted on engagement more particularly on enhancing Customer Engagement CE The flip side of CE namely Customer Disengagement CDE seems to be uncharted Thus this thesis elaborates a working definition on CDE This includes the interrelation of CE and CDE According to this paper CDE is described as a psychological process that can cause the state of complete detachment from a Brand or Service B S CDE could have behavioural outcomes in terms of Negative Customer Engagement NCE Additionally it interrelates with former CE levels and varies across contexts CDE is supposed to be a promising research field

Likeable Social Media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter Dave Kerpen, Michelle Greenbaum, Rob Berk, 2019-02-22 Harness the power of social media to attract new customers and transform your business More than three billion people are now on social media If you're not in the social media marketing game you're not in the game at all From one of the world's leading figures in the world of social media marketing Likeable Social Media reveals everything you need to know about building your brand and attracting and need to know insights into existing platforms content including Instagram LinkedIn and Facebook stories Likeable Social Media shows you how to Engage customers and crowdsource innovation online Create content that resonates with consumers and provides value Integrate social media into the entire customer experience Effectively deal with criticism and negative feedback on social media Grow your audience across social channels and much more

Praxiserfahrung und Kundenerwartungen von Social Customer Care bei Facebook Andrea Martini, 2019-08-26 Bachelorarbeit aus dem Jahr 2019 im Fachbereich Psychologie Medienpsychologie

Note 2 0 Hochschule für angewandtes Management GmbH Wirtschaftspsychologie Sprache Deutsch Abstract Zunächst werden die theoretischen Grundlagen von Customer Care von Social Customer Care und von Facebook als Kommunikationskanal näher betrachtet Darauf folgt die theoretische Betrachtung der Relevanz von Facebook als Kommunikationskanal für Unternehmen Anschließend erfolgt eine Koppelung der vorangegangenen theoretischen Teilbereiche hin zu der Betrachtung und Analyse von Facebook als Social Customer Care Kanal Es wird auf die Unterschiede zu klassischen Customer Care Kanälen und auf die gebotenen Möglichkeiten an Aktivitäten auf Facebook eingegangen Zudem werden mögliche Gefahren und rechtliche Vorgaben vorgestellt Im Rahmen der Arbeit wurde eine empirische Erhebung mit Hilfe einer standardisierten Befragung mittels schriftlichem Fragebogen erhoben Diese soll analysieren welche Erwartungen Facebook Nutzer an die Kundenbetreuung und Kommunikation von Unternehmen auf Facebook haben Weiterhin soll geklärt werden welche positiven und negativen Erfahrungen Facebook Nutzer bereits mit Kundenbetreuung auf Facebook gemacht haben Außerdem wird in der Befragung untersucht auf welche Weise Facebook Nutzer Customer Care auf Facebook nutzen und inwiefern sich Facebook als Kanal für Customer Care Angelegenheiten eignet

Business Strategy and Management Principles. Marketing Strategy of a Visual Commerce Startup Friederike Berg, 2019-11-20 Seminar paper from the year 2018 in the subject Business economics Miscellaneous grade very good language English abstract This paper gives an executive summary and a generated marketing strategy of the visual commerce startup that is called Virtual Glutton VG The executive summary incorporates a brief overview of the company its legal structure its target market its business model its human resources its marketing and sales its financial summary its technology as well as its research and development R D It is initiated to use as a pitch deck The research about the marketing strategy describes instruments using the example of Virtual Glutton to explain how to build a superior strategy and how to increase the number of customers

Bring Your Human to Work: 10 Surefire Ways to Design a Workplace That Is Good for People, Great for Business, and Just Might Change the World Erica Keswin, 2018-09-28 WALL STREET JOURNAL BESTSELLER The secret to business success Get REAL and be HUMAN As human beings we are built to connect and form relationships So it should be no surprise that relationships must also translate into the workplace where we spend most of our time Companies that recognize this will retain the most productive creative and loyal employees and invariably seize the competitive edge The most successful leaders are those who actively form quality relationships with their employees who honor fundamental human qualities authenticity openness and basic politeness and apply them day in and day out Paying attention and genuinely caring about the effects people have on one another other is key to developing a winning culture where people perform at the top of their game and want to work As a workplace strategist and business coach Erica Keswin has spent over 20 years working with top business leaders and executives to build successful organizations that honor relationships Featuring case studies from top brands such as Lyft Starbucks Mogul and SoulCycle to name a few Bring Your Human to Work distills the key practices of the most human

companies into applicable advice that any business leader can use to build a human workplace These building blocks include Understanding your company's role in the world beyond financial profit Encouraging employees to be healthy in body and spirit Running your meetings with clear purpose Making space for face to face interaction Building professional development into company culture Inspiring your workforce to give back to the community Simply saying thank you A human company is real genuine aligned and true to itself A real company flaunts its humanity instead of hiding it It's what the most successful sustainable companies are doing today and there's no reason yours can't be the same Keswin's leadership lessons foster fairness devotion and joy in the workplace all critical elements of a successful business By bringing your human to work you can design a workplace that is good for people great for business and just might change the world *The Social Business Imperative* Clara Shih, 2016-03-25 Social media is now the dominant online activity and drives more website traffic than online search The implications for businesses are as profound as the rise of Google 15 years ago Amidst the demands of running a business it can be alluring to fully delegate digital to the digital team But in today's wired environment digital is actually everyone's job Company leaders and professionals must seek to personally grasp the tectonic changes arising from the always connected customer and then rethink traditional business models business practices and even their own job responsibilities and careers accordingly In *The Social Business Imperative* Silicon Valley entrepreneur and renowned thought leader Clara Shih identifies powerful new opportunities created by social media across the entire customer lifecycle As described in the book's foreword written by Starbucks Chairman and CEO Howard Schultz this guide is a must read for all professionals From boards of directors CEOs and Chief Marketing Officers to front line sales managers recruiters IT and compliance directors no role is untouched by the social mobile digital transformation This book explains how to adapt and thrive in this brilliant new world order by understanding the transformation taking place not only in one's own department but across the customer journey Only with this broader understanding can functional leaders collaborate on delivering a cohesive experience spanning previous organizational silos Going far beyond her global bestseller *The Facebook Era* Shih offers unprecedented insights into why and how traditional organizations must reimagine their existing business processes to capture the digital last mile across social mobile messaging apps Internet of Everything and the collaborative economy Drawing on her immense experience helping Fortune 500 companies operationalize digital transformation to drive measurable uplift in sales and loyalty Shih also presents powerful new case studies spanning multiple industries and companies from Wells Fargo to Warby Parker A book worth reading a voice worth listening to from a leader of real consequence A clarion call on the promise and potential of social channels to transform business Walter Robb Co CEO Whole Foods Market This is a must read for any business leader who wants to thrive in this time of disruptive change Chip Bergh President CEO Levi Strauss Co Whether you're a global brand small local business or individual who wants to turn your passion into a livelihood this book simply and clearly articulates how to channel the power of social media to delight

audiences and grow your business Marne Levine COO of Instagram Almost overnight social media has transformed business and the way we as companies interact with our customers In a way social media has become part of everyone s job Clara s book gets right to the heart of the matter and gets us thinking critically about what could be next on this roller coaster ride Robin Hayes President and CEO JetBlue The power of Clara s book is it highlights not only social media practices but fundamental business practices and how company leaders need to entirely rethink customer engagement models The implications for every business regardless of industry or geography of today s social connected consumer cannot be overstated This book provides a powerful vision and compelling call to action for company leaders everywhere Ted Mathas Chairman and CEO New York Life

Launch Your Inner Entrepreneur: 10 Mindset Shifts for Women to Take Action, Unleash Creativity, and Achieve Financial Success Charlene Walters, 2021-02-23 Practical specific advice and strategies to help women develop an entrepreneurial mindset Entrepreneurship has always skewed male from availability of funding to how to books that assume a primarily male audience And yet 36% of all small business or franchise owners are women and there are 13 million female owned businesses contributing to more than 1.8 trillion in revenue Now with a fast changing economy making traditional employment unsteady there s never been a better time for becoming a fempreneur In *Launch Your Inner Entrepreneur* Charlene Walters provides the tools you need to successfully launch and grow your side hustle start up or small business As a mentor on Entrepreneur magazine s Ask an Expert forum and developer of a digital entrepreneurship MBA program Walters knows what you re facing and can help you avoid common mistakes find your niche build up your personal brand and reach your entrepreneurial goals You ll find the practical real world advice necessary to create the opportunities you want by embracing ten Mindset Shifts including Embracing an Entrepreneurial Attitude Cultivating Financial Confidence Branding and Building Presence Leveraging Social Media Options Leading Your Startup Going into Growth Mode Rebooting Repeating and Avoiding Burnout Along the Way Packed with smart tips and hard won wisdom *Launch Your Inner Entrepreneur* concludes with a special bonus section the Fempreneur Action Plan which includes a business concept and planning worksheet visual brand style guide resilience and setback survival exercise and more to help you put the Mindset Shifts into action now

The Network Always Wins: How to Influence Customers, Stay Relevant, and Transform Your Organization to Move Faster than the Market Peter Hinssen, 2015-04-10 The Definitive Business Guide to Surviving and Innovating in the Digital Age The world is changing faster than ever With the rise of new digital markets and the consequent network ization of our environment the phrase The customer is always right takes on a whole new meaning This powerful guide from serial entrepreneur and radical innovation consultant Peter Hinssen shows you how to keep your company up to speed with your market engage with customers at a time when loyalty keeps fading into the background and transform your organization into a network in order to thrive in this era of digital disruption *The Network Always Wins* provides step by step strategies to help you Reinvent your company even after the market has flipped Tap into the force of

the network and survive in a market characterized by speed uncertainty and complexity Maintain relevance and stay on top of emerging trends Connect with your customers and encourage them to interact This business guide is as illuminating as it is pleasant and fun to read It provides everything you need to adapt your organization for this exciting new age of networks and digital disruption You ll learn how to evolve faster connect deeper and make better decisions than ever before You ll find proven methods to speed up your reaction time beat the clock of your competitors and anticipate consumer trends before they even happen In today s fast moving marketplace networks are power This book shows you how to harness that power For your company For your customers For your continued success in the digital age **Small Business** Vishal K.

Gupta,2021-08-03 Small Business Creating Value Through Entrepreneurship offers a balanced approach to the core concepts of starting managing and working in a small business An ideal textbook for undergraduate courses in small business management and entrepreneurship the book offers a student friendly pedagogical framework that blends foundational research on small business with the real world practice of business ownership Relevant examples are provided throughout the text bringing key concepts to life while providing a realistic view of what it takes to create a successful and sustainable small business Organized into five streamlined sections a small business overview paths to small business ownership financial and legal issues ways to grow a small business and discussion of the Entrepreneur s Dilemma the text offers a diverse range of relatable examples drawn from both actual businesses and from depictions of entrepreneurship in popular media Each clear and accessible chapter features discussion questions mini case studies further reading lists and color visual displays designed to enhance the learning experience and strengthen student engagement and comprehension *The dangers of social media. How cancel culture and shitstorms can affect companies and how to recover from it* Kira Mertens,2022-05-31 Bachelor Thesis from the year 2020 in the subject Communications Public Relations Advertising Marketing Social Media grade 1 1 Westf lische Hochschule Gelsenkirchen Bocholt Recklinghausen language English abstract The following Bachelor thesis is meant to analyze if and how cancel culture and shitstorms online especially on social media can affect companies and how affected companies can recover from the outcomes For avid social media users online shitstorms especially on the platform Twitter can frequently be witnessed It was therefore a very interesting topic to look further into to be able to understand what can trigger a shitstorm and what the consequences for companies could look like This thesis is also supposed to answer if or how a company can recover from a shitstorm if they were affected by one Furthermore it is meant to show what effective measurements could look like and if shitstorms could even be prevented in the first place and if yes how they could be prevented To achieve that the first step will be to take a closer look at what makes social media so important to businesses For that an insight on the most important social media apps and websites will be given After that the dangers of social media to companies will be analyzed The thesis will then continue by showing what makes shitstorms and cancel culture dangerous to a company To achieve that possible triggers of a shitstorm will be

analyzed as well as what phases a shitstorm has and what possible outcomes could look like Furthermore a closer look will be taken at how consumers react to shitstorms by analyzing the results of a self made survey The survey was made to understand if and how consumers let shitstorms influence their buying decisions and if they would stop buying a certain product or brand if they were involved in a shitstorm Following that three companies Nestl Amazon and Nike which have already been at the center of a shitstorm will be analyzed as case studies To analyze the companies a closer look will be taken at the reasons for these shitstorms how each company was affected in terms of image and revenue and how they handled the situation Furthermore it will be explained if shitstorms could be prevented in the first place and how to successfully manage and recover from a shitstorm when affected by one For this a best practice example will be given in chapter 6

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Table of Contents Snapchat How To Customer Service

1. Understanding the eBook Snapchat How To Customer Service
 - The Rise of Digital Reading Snapchat How To Customer Service
 - Advantages of eBooks Over Traditional Books
2. Identifying Snapchat How To Customer Service
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Snapchat How To Customer Service
 - User-Friendly Interface
4. Exploring eBook Recommendations from Snapchat How To Customer Service
 - Personalized Recommendations
 - Snapchat How To Customer Service User Reviews and Ratings
 - Snapchat How To Customer Service and Bestseller Lists
5. Accessing Snapchat How To Customer Service Free and Paid eBooks
 - Snapchat How To Customer Service Public Domain eBooks
 - Snapchat How To Customer Service eBook Subscription Services
 - Snapchat How To Customer Service Budget-Friendly Options
6. Navigating Snapchat How To Customer Service eBook Formats

- ePub, PDF, MOBI, and More
- Snapchat How To Customer Service Compatibility with Devices
- Snapchat How To Customer Service Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Snapchat How To Customer Service
 - Highlighting and Note-Taking Snapchat How To Customer Service
 - Interactive Elements Snapchat How To Customer Service
- 8. Staying Engaged with Snapchat How To Customer Service
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Snapchat How To Customer Service
- 9. Balancing eBooks and Physical Books Snapchat How To Customer Service
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Snapchat How To Customer Service
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Snapchat How To Customer Service
 - Setting Reading Goals Snapchat How To Customer Service
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Snapchat How To Customer Service
 - Fact-Checking eBook Content of Snapchat How To Customer Service
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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