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The study concentrated on the effectiveness of customer service between individuals and organizations on Twitter, through conversations built from 5M raw Tweets, where comparisons between industries were also drawn. We use feature extraction algorithms, such as super CWC/LCC, to identify keywords in the Tweet bodies of the first customer Tweets in conversations. We extract customer service related Tweets based on the keywords. And keyword analysis of the final Tweets in conversations enabled categorization of conversations into categories, including resolved and unresolved conversations. Differences in conversation features based on categories were explored, with particular emphasis on the Travel Industry. Logistic regression model was employed for identifying factors that influence the binary classification of resolved and unresolved conversations. Ultimately the results of this project should enable Twitter to develop features and capabilities to improve the way customer service issues are dealt with on Twitter. (Received August 21, 2015)