

**IS AUTOMATION
THE ENEMY OF
BRAND EXPERIENCE?**

A man with dark hair and a surprised expression, looking directly at the camera. He is wearing a grey button-down shirt. The background behind him is a red and yellow halftone pattern.

UNMUTE

**IS AUTOMATION
THE ENEMY OF
BRAND EXPERIENCE?**



The Sales Perspective

It can become your enemy

If it's your only strategy.

If all you try to do is automate the
conversations happening during
the buying process.



Paul Albert
EVP Enterprise



Daniel Petrel
EVP Marketplaces

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IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Use automation where it can shine



Buyers want a smooth human conversation when talking in depth about a purchase.



Automation can make transactional conversations smoother.



It's ideal for content like booking confirmations.

IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Key issues:
what type of
content
automation can
handle most
effectively

Takeaways



Identify where automation and
human interaction can be
deployed most effectively.



Treat automation like one of your
tools, not the ultimate solution.

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The Engineering Perspective

**I love automation when it doesn't impede
me talking with a human being.**

Brands want to have as much of the business automated as possible.

There's nothing more satisfying than automating something that takes
man hours and resources to do, and that is prone to human errors.

Sebastian Zsifkov
Professional Services Consultant

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IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Brands can trace more customer journeys using automation.



Every lead can be followed up.



Brands can automate every campaign to be able to track those campaigns through the sales funnel.



Customers want to be contacted in a timely manner.



But customers don't want to spend their time stuck in an automated flow, waiting to engage with a human.

IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Key issues:

Automation can remedy human errors but can also cause impediments for customers.

Takeaways



Take advantage of the efficiencies that automation provides.



Customers love automation which enables their journey.



Be mindful of processes which cause frustrations for customers.

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The Product Perspective

**Not if you can get the shift from
automation to a salesperson right.**

Tracking the user journey during the automated flow and providing that data to the human makes for a much smoother handover.

Look out for frustration points in the customer interaction.

Carolin Wellering
Product Manager

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IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Track the contextual data to speed up the process for the salesperson.



Bots have limitations which customers will find frustrating.



Tracking should include products looked at and unanswered questions the customer has.



Shifting to a human when the customer hits a frustration point is essential.

IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Key issues:

Identifying pain points for customers and switching to a smooth human interaction with tracked data.

Takeaways



Learn where customers are reaching the limits of the bot interaction.



Smooth switching to a salesperson will allow you to help the customer in the best way.

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The Sales & Marketing Perspective

Not unless it interferes in the content of the sales conversation.

Automation should be a tool to orchestrate the conversation but never interfere with the content of it.

Automation plays a different role for low and high impact purchases.



Tanguy Tallon
Key Account Director

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Consider how automation impacts the customer experience.



Customers expect low impact purchases to have automation as a central piece of the service e.g. buying lunch.



They expect an algorithm to help them filter out the best choices quickly and easily.



Customers need high impact purchases to centre around a genuine conversation e.g. buying a car.



If the automation interferes with the content of this discussion it might kill the whole sales process.

IS AUTOMATION THE ENEMY OF BRAND EXPERIENCE?



Key issues:

Balancing the automation for high impact purchases to prioritise the human conversation.

Takeaways



Every conversation and sale involves at least one real human discussion, to help customers get the answers they need.



Automation helps you get the answer but never gives you the answer itself.

