

Bringing the Human Touch to Marketing Technology Service and Support: Why it Matters for Your Success

83% of US consumers prefer dealing with human beings
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There are more than 5,000 different marketing technologies on the market today, and that number continues to climb each year. Despite their varying features and functionality, in some way, they all help marketers achieve their goals and be successful. However, technology can only take users so far. Human customer support and services are essential for a marketer's success.

If you have spent any time using marketing technology, the following scenario likely sounds familiar. You have a piece of marketing technology that helps you work faster and smarter, and suddenly it breaks or you need some guidance on how to accomplish a particular objective. What do you do? Who can you talk to? Can you easily reach a person on the phone or get more than just an autoresponder via email? Is a knowledge base your only option for learning? All too often, we are left to our own devices when it comes to troubleshooting and training, which means we aren't maximizing our use of our marketing technologies.

In this white paper, we explore why the human touch matters in marketing technology as well as purchasing process considerations to ensure that you get more than faceless customer service and support.

Why the Human Touch Matters in Marketing Technology

According to a survey conducted by Zendesk, 91 percent of respondents said that they would readily use an online knowledge base if it met their needs and 75 percent said that, in general, they believe self-service is a convenient way to address customer service issues. So, what's the problem? Why the need for the human element if everyone seems so satisfied with self-service or automated options? Let's take a look at the case for human-based services and support for marketing technology:

Implementing and Achieving Success Faster

Onboarding is a critical time for the success of a given marketing technology within an organization. If users feel frustrated and confused from the outset, there's a good chance that their enthusiasm for using that system or solution will wane and they may give up trying to use it altogether. While the training teams at marketing technology companies can work tirelessly to create onboarding guides and materials, there is no substitute for human interaction at this phase in the relationship. With a person, or a team of them, leading the onboarding process, users enjoy real-time engagement to help address any questions or concerns rather than searching for their own answers. This often leads to a faster onboarding process and, in turn, a quicker route to results and success with marketing technology.

77% of US consumers prefer dealing with a human being for advice
[- Accenture](#)

Leveraging the Technology to Achieve Marketing and Revenue Goals

Marketers today have long lists of marketing goals to achieve and revenue contributions to satisfy, and often turn to marketing technologies to deliver. The technology itself can help marketers meet these expectations, but it can still be difficult to determine the specific ways to achieve objectives effectively and efficiently. This is particularly true for a technology like marketing automation, which includes a variety of essential marketing tools like email marketing, campaign automation, web intelligence, surveys, web forms and landing pages, social marketing and more. With so many options to choose from, users can sometimes have a hard time knowing the best features to use to achieve a particular marketing objective. That's where a human consultant from your marketing technology company can make a significant difference. It's their job to know marketing as well as their product, so they can best advise marketers on the steps to take to achieve their goals. Self-service customer service and support options simply can't compare to this experience and the value the human touch brings to marketing programs.

Adopting New Techniques and Technologies as Needs Change

Marketing has changed dramatically in the last 10 years, and we can expect it to do the same in the next 10. Looking at things shorter-term, marketers' tactics and strategies evolve far more frequently to keep pace with changing customer preferences and technology. Human support from a marketing technology provider is essential for effectively navigating these changes. Building on our last point, organizations can benefit significantly from human-led consulting from their marketing technology providers, especially when it comes to staying ahead of the marketing curve. The value of this relationship only increases over time as the product consultant becomes more familiar with a customer's business, industry and objectives. These consultants are trained to look at changes in their product and in the market that customers should be aware of, and how customers should leverage these changes for success. The consultant's familiarity with the customer helps ensure that they provide timely guidance and training that is tailored for each customer's unique business and marketing programs, creating a true partnership with customers that fosters ongoing success.

Covering Skill Set and Capacity Gaps with Their Internal Marketing Teams

Just as marketing today looks very different from a few years ago, so too do marketing departments. While marketing teams vary greatly in terms of size and structure, often based on the industry and size of the business, they still frequently face a common problem: too much work and too little time. The availability of human-led marketing services from a marketing technology partner can be a gamechanger in these situations. Whether you need extra help year-round or in the short-term, services that aid with your various marketing programs can help ensure your team achieves its marketing goals regardless of the size of your regular team. Similarly, marketing services from a marketing technology provider can help fill skill set gaps on marketing teams, particularly when it comes to utilizing their technology. For example, a marketing automation provider that offers services in addition to their technology can help customers who don't have the necessary expertise or capacity on staff to create email templates, build out nurture campaigns and more.

Marketing technology consists of 22% of marketing budgets, on average - [Gartner](#)

To watch a quick video overview of the ClickDimensions email marketing and marketing automation solution for Microsoft Dynamics 365, [click here](#).

Considerations When Purchasing Marketing Technology

With every marketing technology purchase comes a multitude of questions and considerations. Among these should be those related to services, support and training. Here are some questions to raise to potential vendors as you embark on the purchasing process for marketing technology:

- What does onboarding look like with your company? Will we have someone to guide us through the process?
- What training options are available to your customers?
- Do you offer ongoing training and consulting services for your product?
- What kind of support options does your company provide?
- If there is a human-based support option, what hours is the support team available?
- Do you offer human-led marketing services that will help us utilize your technology to the fullest?

Also, keep in mind that you shouldn't only weigh your current needs, but consider what the future holds as well. Even if a knowledge base and an online chat for support suit your needs now, will that suffice as your organization and your team grow and evolve? Or as your industry and marketing changes yet again? Be sure you can continue to ensure success in the future with the choices you make today, so the marketing technology you select can not only grow right alongside your marketing efforts, but can also help foster the growth and success of those efforts.

Interested in learning more about the ClickDimensions marketing automation solution for Microsoft Dynamics 365, and our complete range of services including onboarding, marketing execution, technical consulting and customer success? We are happy to show you during a demo. Contact sales@clickdimensions.com or call +1.888.214.4228 today.