

GB Marketing Enterprise: Has customer service technology gone too far?

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After a recent story of a pub in Wales investing in a state of the art 'self-serve' system, Cardiff based sales and marketing firm [GB Marketing Enterprise](#) question whether customer service automation has gone too far, and what this could mean for the future of the [customer experience](#).

Last month the Westbourne pub in Swansea announced their introduction of a self-service system. What is now being dubbed as the iPub has reportedly replaced bar staff with iPads, allowing customers to order their drink electronically, then collect their drinks from a self-service pump. The pub's owner claims that since the introduction of the self service system, he has been able to cut down on queuing and attracted new customers to the pub who are eager to try out the new technology. Although impressive, Cardiff based sales and marketing firm GB Marketing Enterprise are concerned that the introduction of self-service technologies such as this may damage the customer experience and lead to customer isolation in the future.

There's no doubt that the technology such as this can boost efficiency, however with an increasing number of businesses now turning to online systems to handle their customer service, the firm are urging businesses to be cautious in order to maintain positive customer relationships. By introducing new technologies businesses are dehumanising their customer interactions. This means that when a customer experiences any issues or concerns with a business, they often feel unsupported and grow frustrated with the lack of personal interaction. This can seriously damage a business's reputation and lead potential customer to question whether the business actually values customers as individuals, or simply see them as a sale statistics.

GB Marketing Enterprise believe that when used in conjunction with more traditional customer service techniques, self-service systems and online technologies can be a major benefit to a business. However the firm are urging businesses to be cautious and not rely completely on new technologies in order to maintain strong customer bonds and a positive brand reputation.

GB Marketing Enterprise is an outsourced sales and direct marketing firm. Through specialised event marketing and promotions the firm connect their clients to their target audience, allowing them to learn more about their needs. The firm meet with customers one on one and are dedicated to personalising the customer experience to help their clients increase customer loyalty and generate more sales. The firm have helped a wide range of clients across Wales gain a deeper understanding of their customers' requirements; this has allowed their clients to keep up with changing customer trends and ensure their products stay relevant on the open market.

GB Marketing Enterprise believes it's vital for businesses to recognise the importance of high quality customer service if they are to achieve their long term goals. The firm hope that despite the current boom in automated customer services, businesses across the UK will still strive to personalise their services and continue to look for ways to add a human element to their business processes.

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