

# Customer Experience Engineer's and Key Account Manager's **Scope of work**



Once you become a GetResponse MAX Customer, you'll get a dedicated Customer Experience Engineer (CEE) and Key Account Manager (KAM) to provide ongoing support. The CEE will be your main point of contact and a person you'll consult regarding the platform usage to achieve your objectives, and overall marketing approach in relation to GetResponse tool set. They will provide you with proactive support and help with technical challenges, too. The KAM, on the other hand, will focus on your business needs that might include expansions, long term contract renewals, and additional services, just to name a few.

This document will help you understand better the scope of responsibilities of your CEE and KAM, and demonstrate the overall scope of work within both roles.

## **What your Customer Experience Engineer can do for you**

- ✓ If you encounter a technical issue, you should contact your CEE, so that they can help you resolve it or escalate it to the right IT team at GetResponse.
- ✓ When you need to better understand a certain feature we offer, ask your CEE to explain it in detail – via email or phone, or schedule a Skype training.
- ✓ Our CEEs are experts in their field and can provide you with consultations on your marketing approach (specific to the GetResponse platform) and share helpful tips on how to optimize your campaigns.
- ✓ Deliverability can sometimes be tricky with some providers. Your CEE will provide you with actionable deliverability advice, and if you experience an issue with delivering your emails to inboxes. They're ready to assist you or contact the right teams who can help resolve it.
- ✓ Your CEE will help you get started by providing tips, best practices, and strategies, so that you can get the most value out of your campaigns.
- ✓ They'll also provide configuration assistance for your account, e.g., help you set up additional DKIM keys for your from fields or set up a new sending domain.
- ✓ If you need any kind of assistance regarding your GetResponse MAX service, your CEE is there for you as your main point of contact.

## **Additionally, paid services include but are not limited to:**

- ✓ Importing or managing lists
- ✓ Scheduling an email sends
- ✓ Preparing an email with provided images and links using an already existing template
- ✓ Creating a custom email or landing page template following your recommendations. This involves working with our IT team.
- ✓ Enabling custom reporting on your FTP.
- ✓ Setting up assisted warm-up for new IPs / domain
- ✓ Other additional services involving the CEE performing certain actions in the account on behalf of the customer.

## **What your CEE doesn't do**

- ✓ If your account has many subaccounts and each subaccount is handled by a different person, keep in mind that your CEE is responsible only for supporting the main point of contact (POC). It is up to the main contact person to support the rest of their team within the subaccounts. You can of course forward the questions to your CEE if the POC doesn't know the answer, but it's the main contact person that all the communication should go through.
- ✓ A full account and strategy audit is not provided by the CEE. If you need help regarding a marketing audit, we can discuss this with our marketing team as an extra paid service, depending on the scope and availability.
- ✓ We don't make changes in your account without first getting approval from you or unless we need to fix a technical issue your account is experiencing.
- ✓ We don't provide consultations or support regarding your custom HTML templates.
- ✓ Your CEE can't point the NS on your sending domain for you. You need to do this on your end with your domain provider's assistance.
- ✓ Your CEE is not obliged to reply to any live chat/instant messaging requests or provide assistance via Skype/WhatsApp/Hangout /Telegram etc. unless you schedule it directly with them beforehand.

## What your Key Account Managers can do for you

The Key Account Manager's role is to provide a cross-functional account leadership ensuring that your account expansion, contractual, and billing matters are handled in the most efficient manner. Your long-term satisfaction and success are at the center of their focus.

### **Your KAM is the best person to contact if you'd like to:**

- ✓ Discuss changes to the conditions of your contract
- ✓ Increase sending limits included in your contract
- ✓ Expand the current scope of paid add-ons
- ✓ Discuss the overall status of your account



## Questions?

[sales@getresponse.com](mailto:sales@getresponse.com)

[www.getresponse.com/max](http://www.getresponse.com/max)