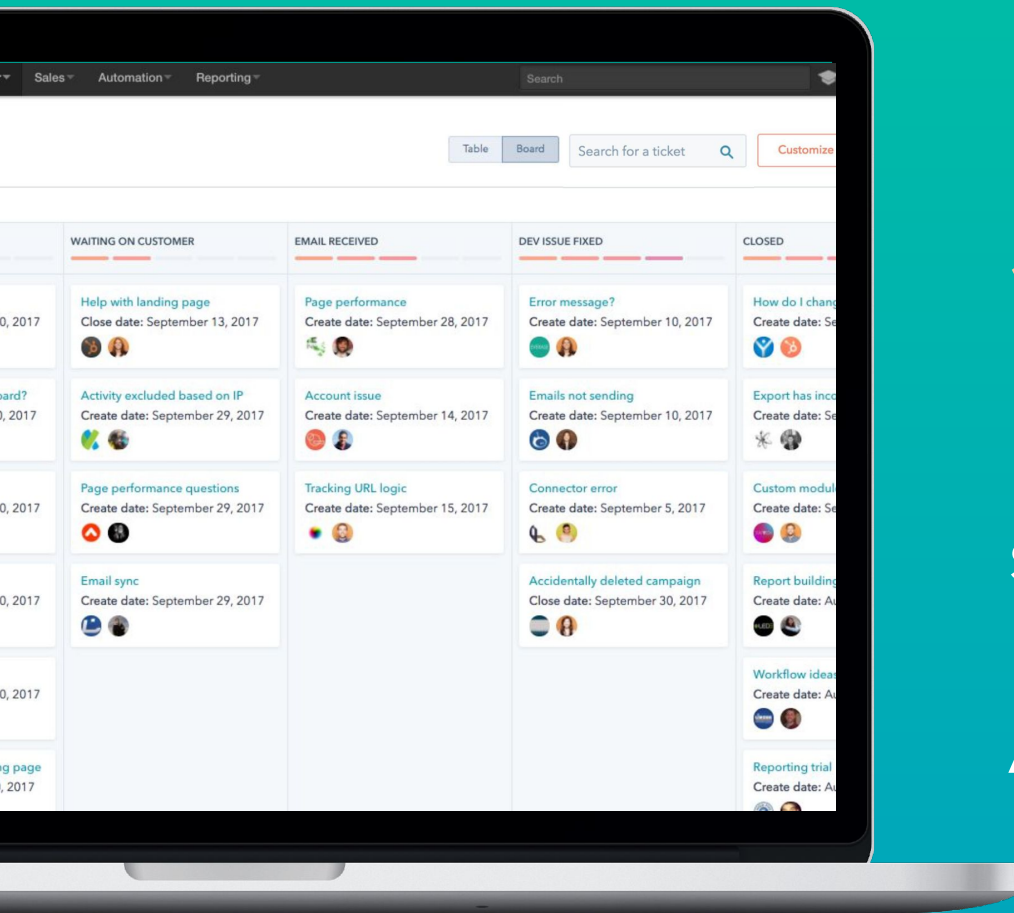From Funnel to Flywheel

HubSpot Service Hub

Agenda

1. The Story behind Service Hub

2. Inbound Service Framework and Tools

3. What it means to be customer first

Service Hub

HubSpot is now in the business of customer service software.

And let me tell you why.

The Funnel

Marketing

Sales

Customers

People have changed
We're less patient

We used to be patient

1. Call support

2. Wait on hold

3. Get rerouted

4. Wait some more

5. Finally get an answer

6. Told no one

Now we're impatient

1. Start online

2. Start a chat

3. Call as last resort

4. Share experience with the world

We used to trust

1. Trust salespeople

2. Read company case studies

3. Listen to suggested references

Now we're skeptical

1. Trust to friends

2. Read social content

3. Listen to online reviews

Imbalance

80% vs **8%**

Of companies believe
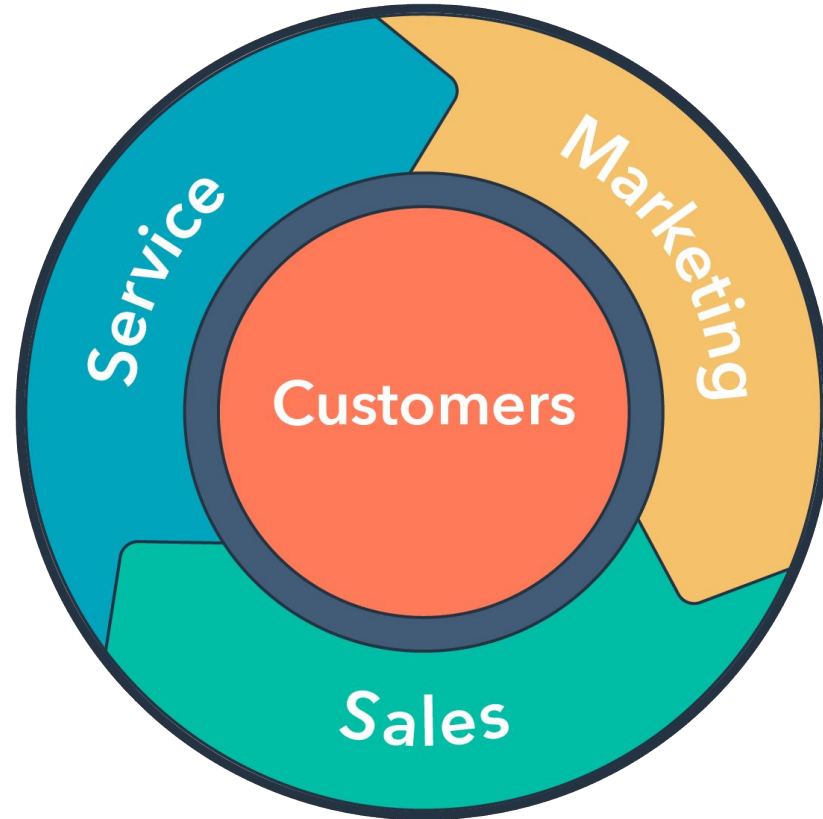they deliver superior customer service.

Of customers believe
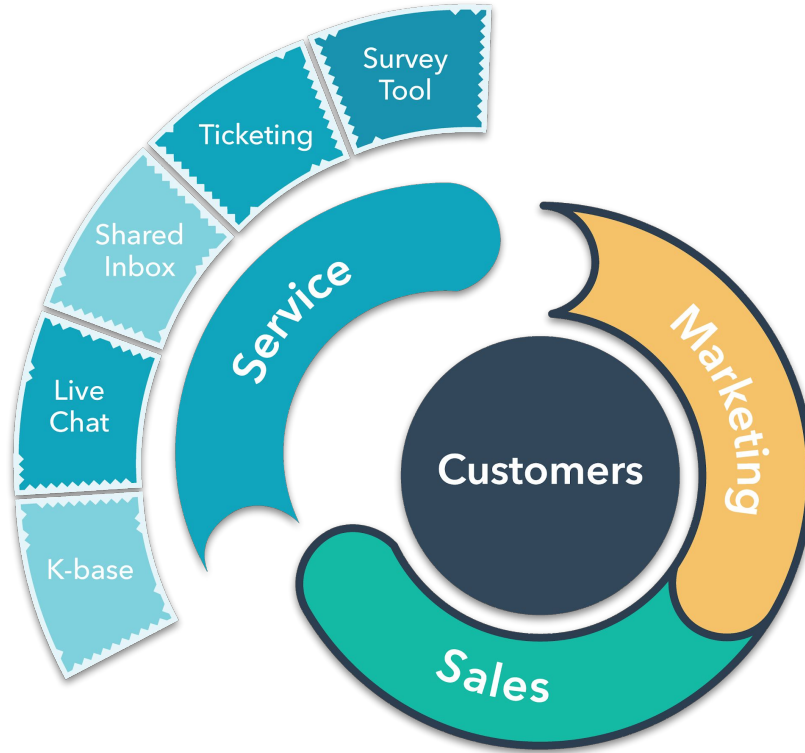they experience superior service.

It's time to move on from the funnel

And embrace the flywheel
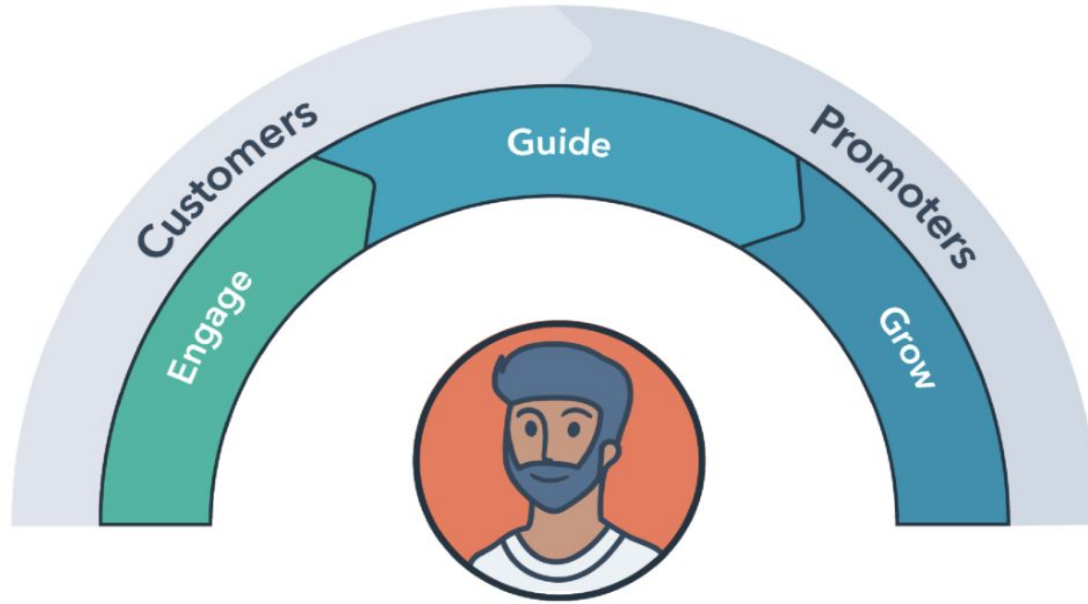
A complete customer experience
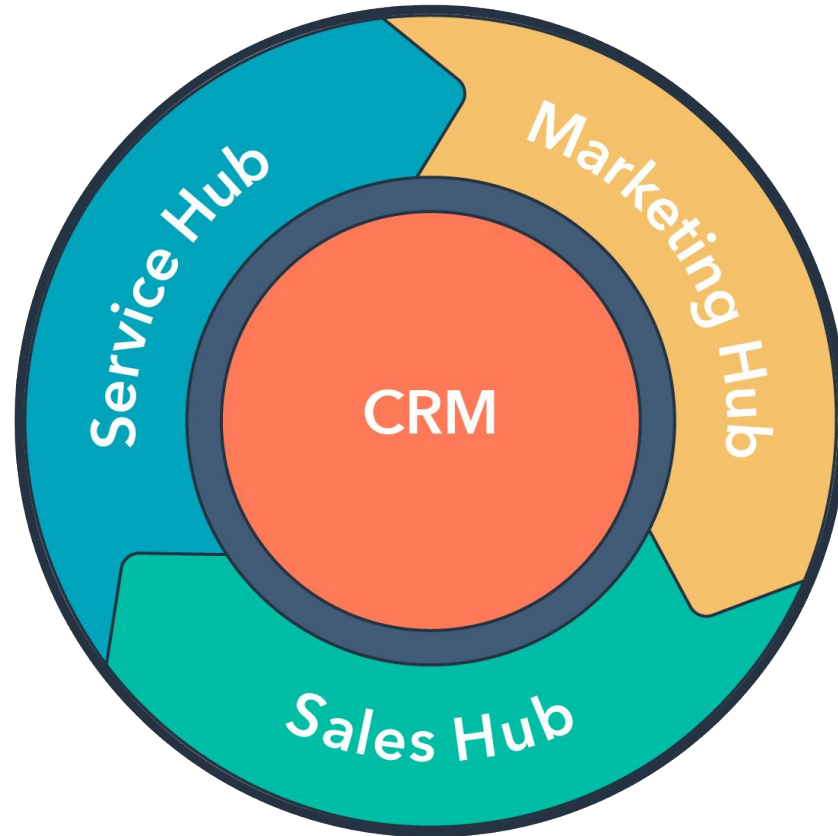
How to build a Flywheel

Inbound Service Framework

Inbound Service Framework

1. Engage customers quickly and personally with conversational, contextual tools.

2. Guide customers to good outcomes and trusting relationships.

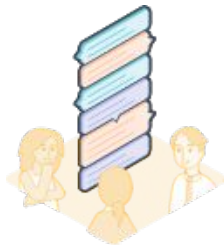3. Grow together with two-way feedback and customer advocates.

Introducing Service Hub.

A new product line from HubSpot,
100% focused on the customer experience.
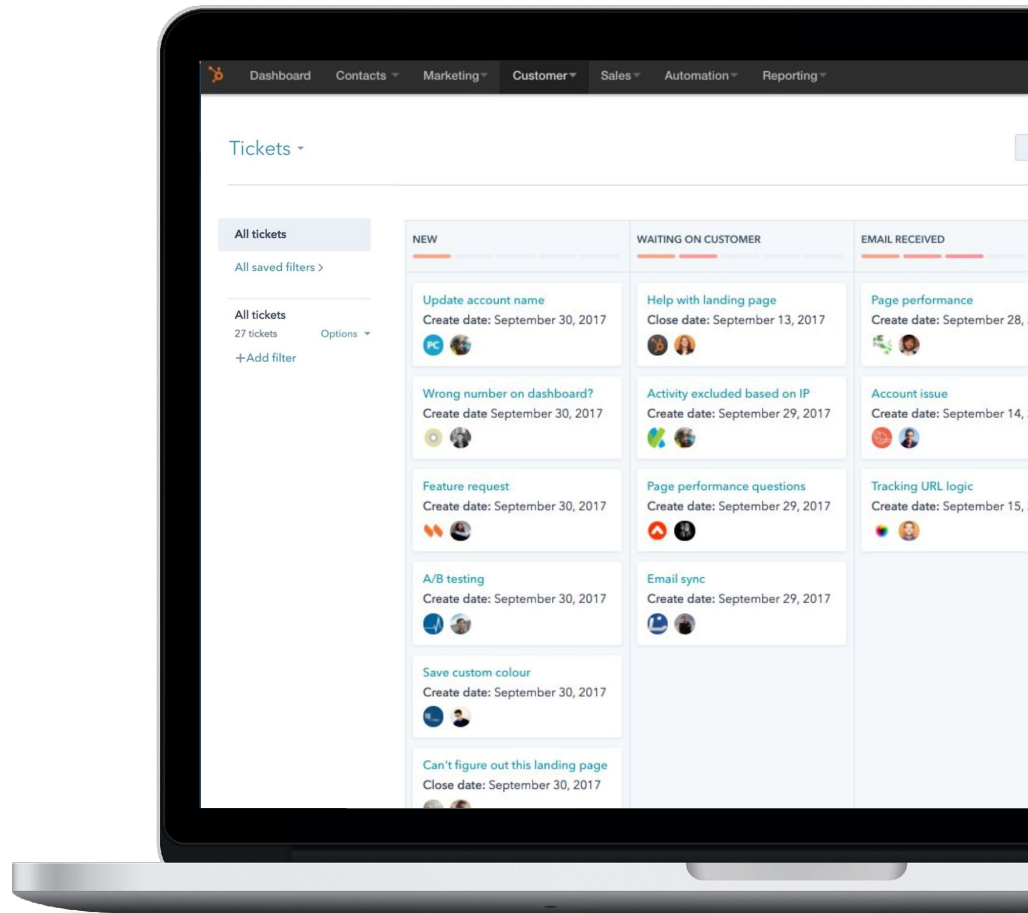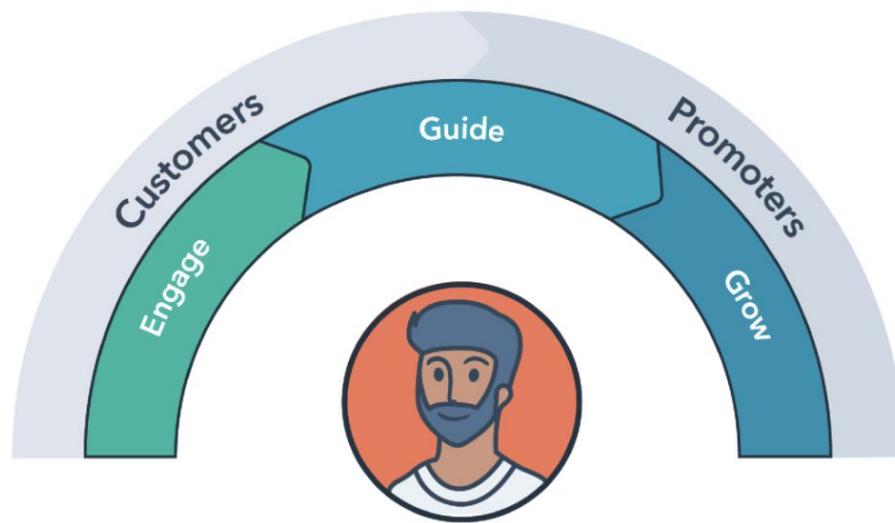
CONVERSATIONS

TICKETS

KNOWLEDGE BASE

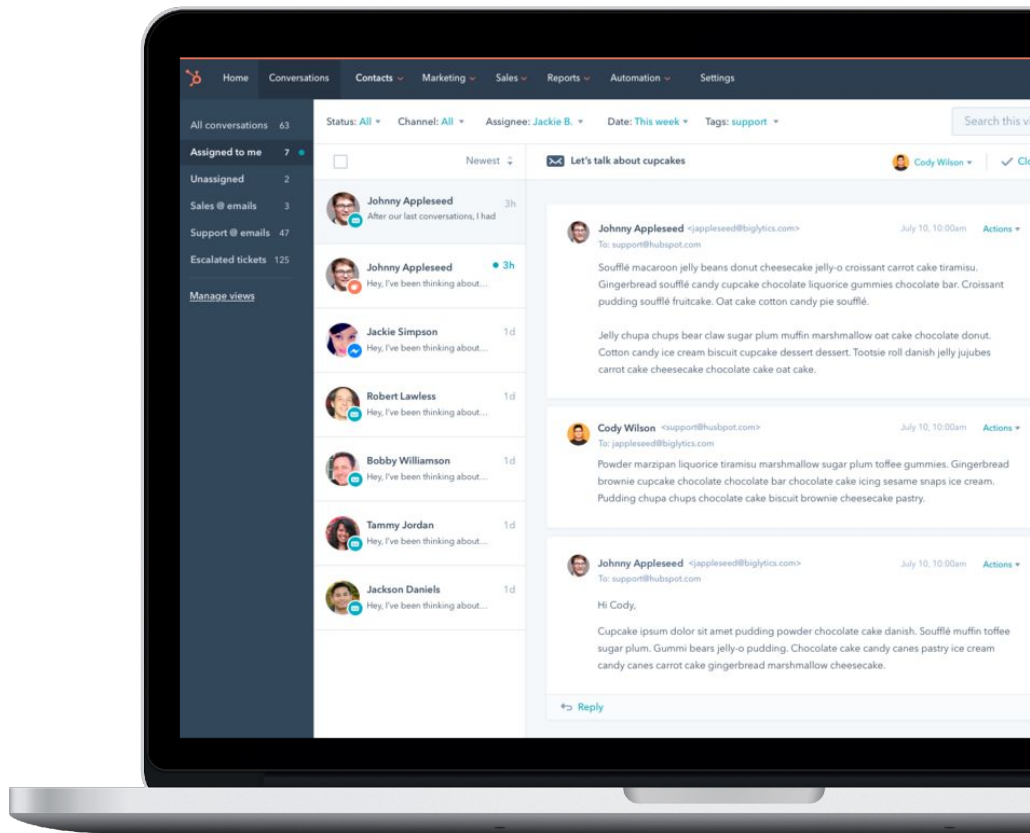CUSTOMER FEEDBACK

How do we Engage With Customers Better?

1. Open your communication channels

2. Organise your conversations in one place

3. Create a simple process to track customer needs

Engage Customers with:

Conversations

Have more meaningful, context rich, customer service interactions with Conversations.

A universal inbox that helps teams collaborate on support at scale.

Convos

&

Context
Sidebar

CONVERSATIONS WITH BOT

BOTS + AUTOMATION

- Efficiently scale 1:1 communication

- Intelligent routing, lead qualification, support & more
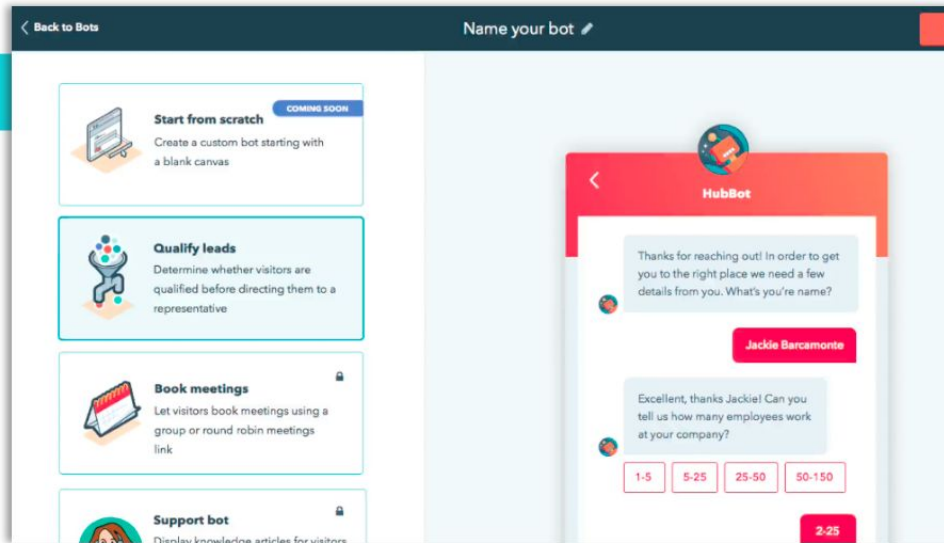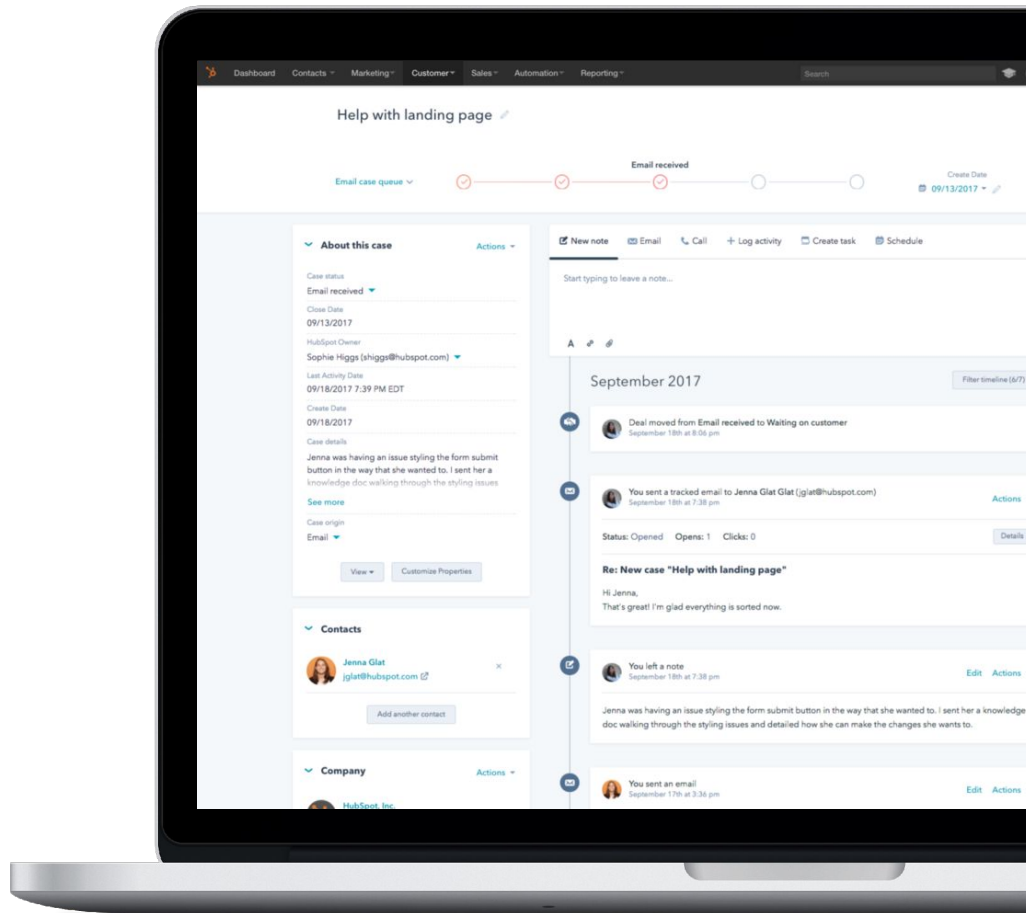
Engage Customers with:

Tickets

Manage demand, meet expectations, and stay organized with Tickets.

Tickets for the backbone of a support team. Add automation and build a customer helpdesk solution.

"90% of consumers believe an immediate response is "important" or "very important" when looking for customer service support."

**HubSpot research, 2018, research.hubspot.com

Tickets ▾

Table | Board

Search for a ticket 🔍   Customize ▾   Create ticket

All tickets

All saved filters ›

All tickets
27 tickets   Options ▾

+Add filter

| NEW	WAITING ON CUSTOMER	EMAIL RECEIVED	DEV ISSUE FIXED	CLOSED
Update account name Create date: September 30, 2017	**Help with landing page** Close date: September 13, 2017	**Page performance** Create date: September 28, 2017	**Error message?** Create date: September 10, 2017	**How do I change the filter** Create date: September 10, 2017
Wrong number on dashboard? Create date September 30, 2017	**Activity excluded based on IP** Create date: September 29, 2017	**Account issue** Create date: September 14, 2017	**Emails not sending** Create date: September 10, 2017	**Export has incorrect data** Create date: September 1, 2017
Feature request Create date: September 30, 2017	**Page performance questions** Create date: September 29, 2017	**Tracking URL logic** Create date: September 15, 2017	**Connector error** Create date: September 5, 2017	**Custom module** Create date: September 8, 2017
A/B testing Create date: September 30, 2017	**Email sync** Create date: September 29, 2017		**Accidentally deleted campaign** Close date: September 30, 2017	**Report building** Create date: August 28, 2017
Save custom colour Create date: September 30, 2017				**Workflow ideas** Create date: August 10, 2017
Can't figure out this landing page Close date: September 30, 2017				**Reporting trial** Create date: August 30, 2017

Reporting

HELPDESK : REPORTING

- Integrated reporting on tickets

- See key support stats like ticket volume and source
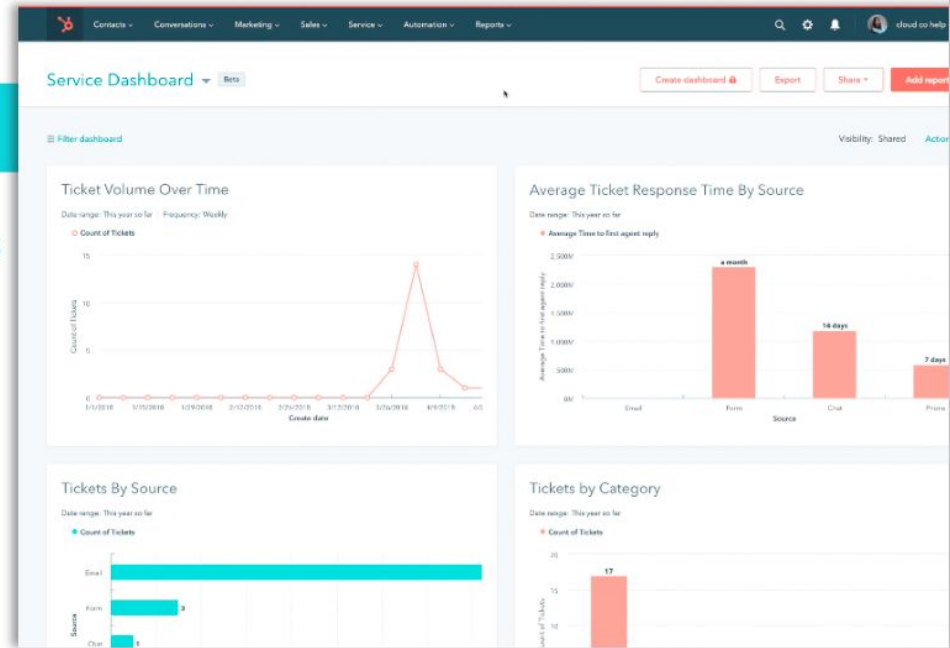
Automation

HELPDESK : AUTOMATION

- Ticket automation

- Create, manage, and trigger alerts & actions based off tickets
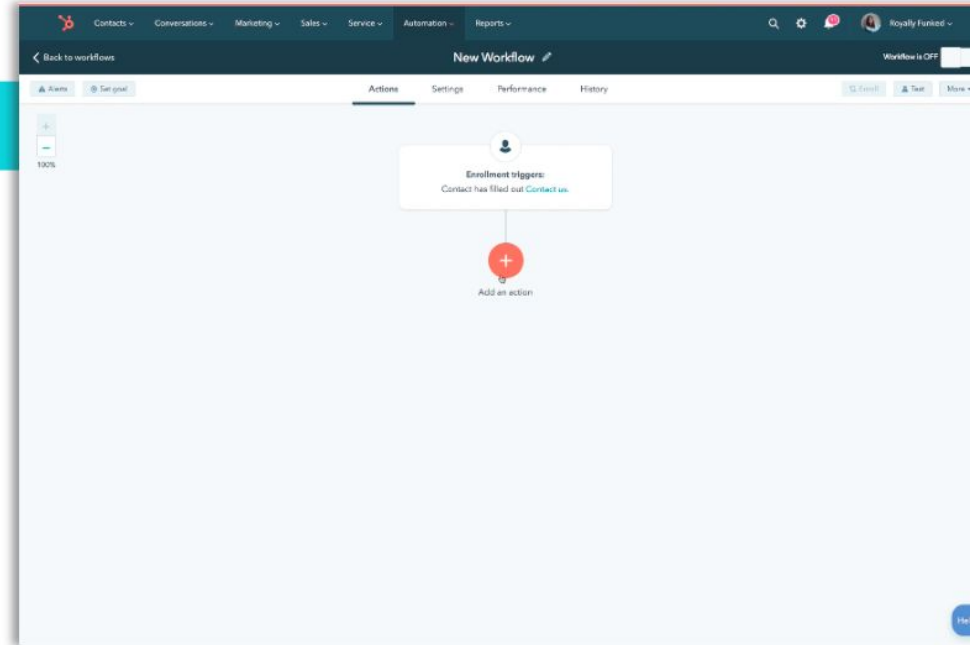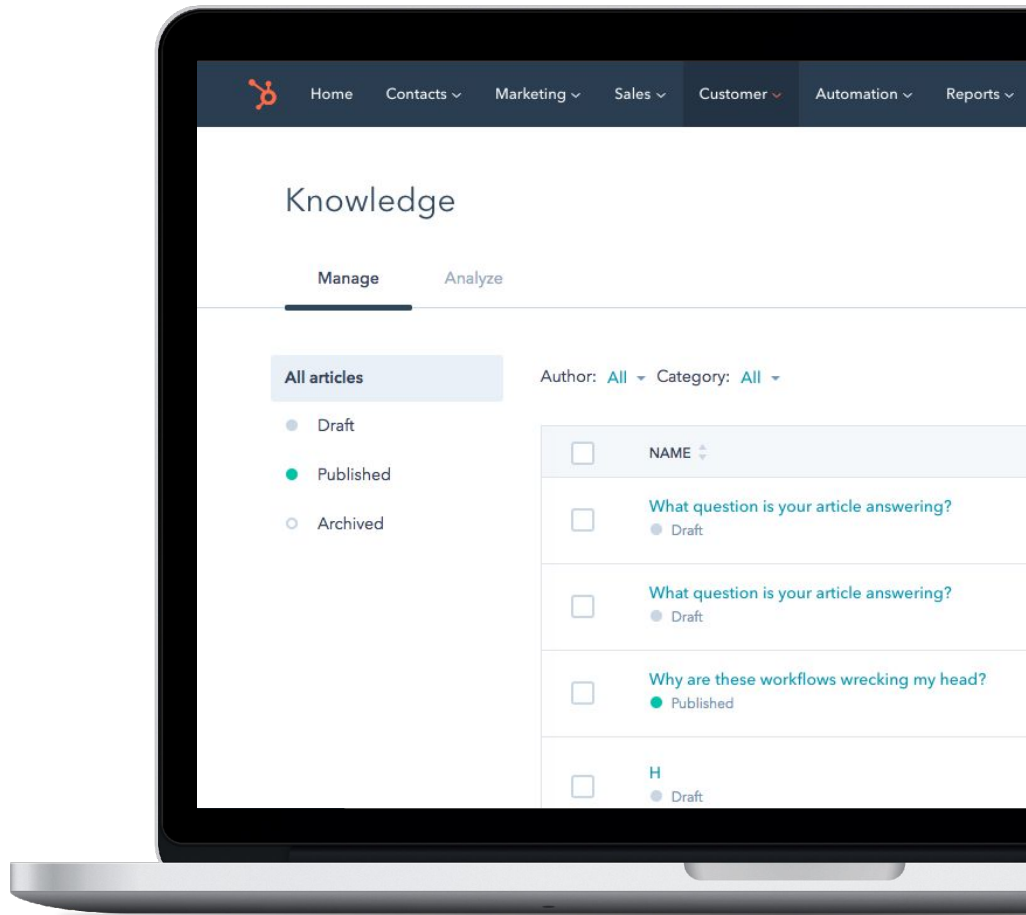
How do we Guide Customers Better?

1. Enable customer self-service and reduce customer friction

2. Create content to solve recurring issues and guide customers proactively

3. Deliver guidance at the right time in the customer journey

Guide Customers with:

Knowledge Base

Help customers help themselves with a robust, data driven knowledge base.

Build simple, well structured articles that automatically index on Google search.

Help customers help themselves

Public Knowledge Base

How do we Grow Customers Better?

1. Establish listening posts with your customers

2. Improve customer experience and earn customer advocacy

3. Understand customer sentiment across the customer journey

Understanding the Customer Journey

First Impression

First Value

Intended Value

Extended Value

What is the first experience customers have with us?

When do customers feel confident they'll get what they wanted from us?

When do customers agree they got the value they wanted from us?

When do customers feel like they've gotten even more value than they initially wanted?
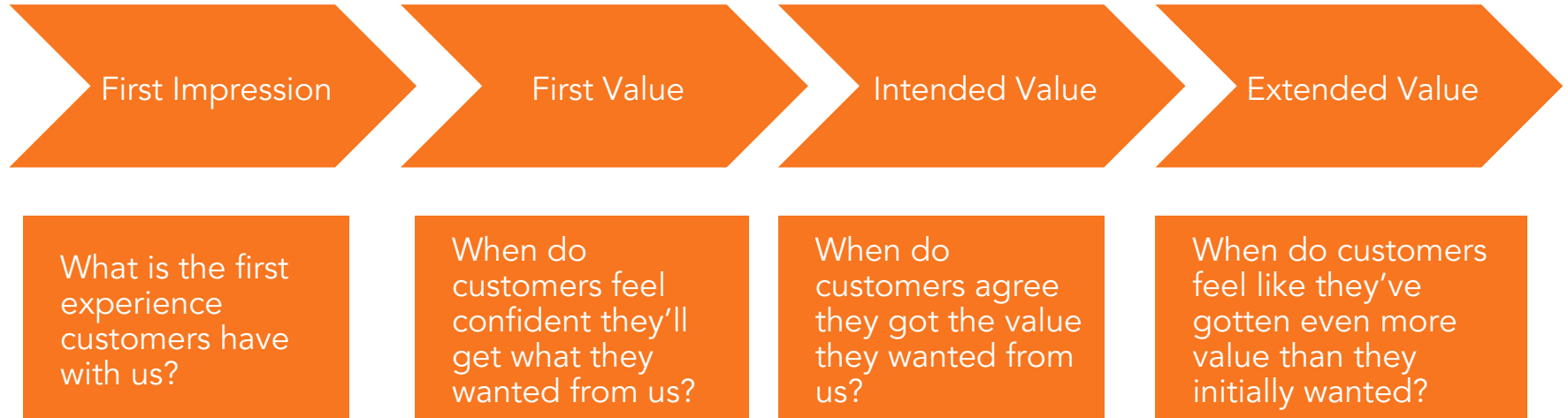
Grow with Customers:

Feedback

Truly understand your customers, their needs, and then take action with Feedback.

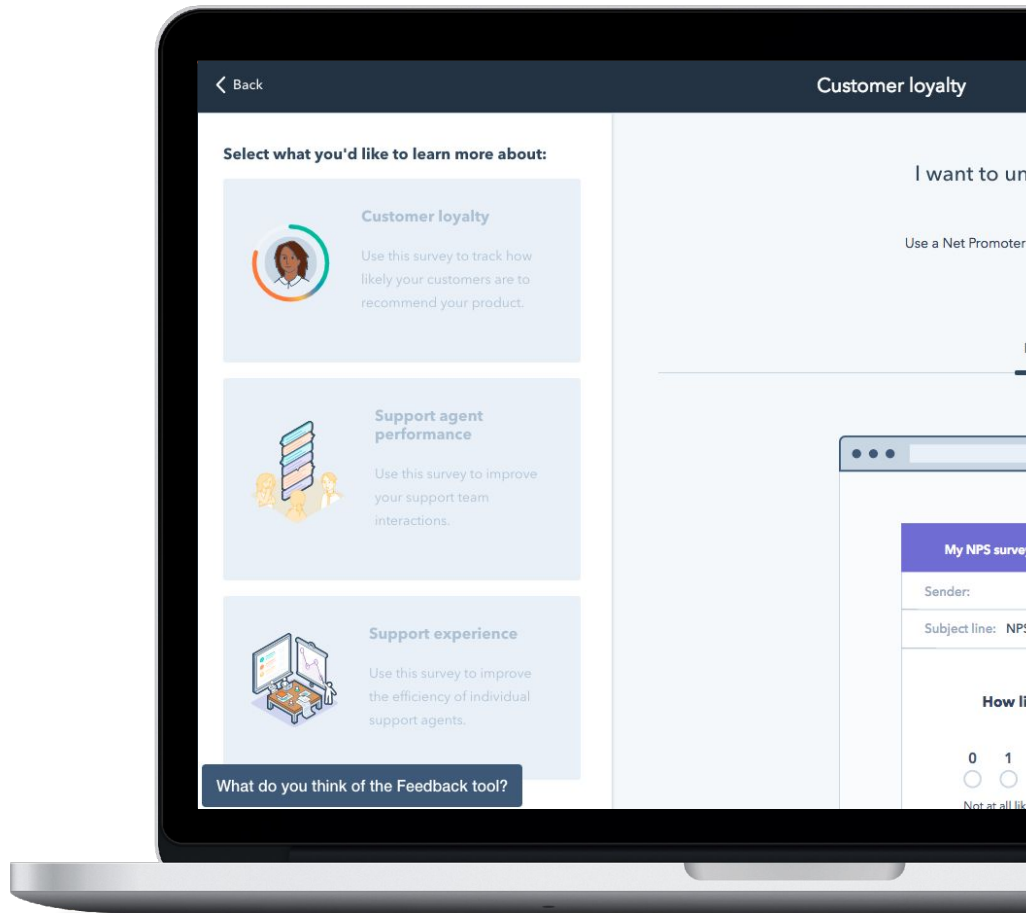Feedback gives you a pulse on customer happiness and a roadmap for how to improve it.

Feedback - Home

Sophia Bernazzani ✕

Sophia Bernazzani

| NPS | Health | Details |

9 Promoter

Can you help us by expanding on your score?

I loved getting an in-depth demo of each tool, as well as seeing everyone's roadmaps of the rest of 2018 bringing Customer Hub to market. I'm not a 10 because it didn't seem like there was as much buy-in during Dave's and Marcus's presentations, which could be a lack of SParketing alignment, but it was a mild concern for me that resources (mostly people) might not be in place when they're ready to press go on their initiatives. Maybe something to discuss in-depth in our next standup.

sbernazzani@hubspot.com
4 days

View profile

Customer ⌄ | Dashboard | Contacts | Feedback | Settings

Search

Customer feedback

Customer Loyalty | Support Experience | Support agent performance

Trends

All feedback submissions

- ● Detractors (0)
- ● Passives (2)
- ● Promoters (10)
- ○ Archived (0)

⚹ Filter   ☐ Show text only submissions   Export   Search

USER	RATING ⇅	DATE ⇅
Sophia Bernazzani I loved getting an in-depth demo of each tool, ...	9 Promoter	Feb 16, 2018
Quintin Marcus It was great to come together and get a look a...	10 Promoter	Feb 16, 2018
Ros MacDermott Hugely valuable to hear the full story from mar...	10 Promoter	Feb 16, 2018
Nicholas Holland	9 Promoter	Feb 15, 2018
Anna Perko It was great to hear from everyone on progress...	8 Passive	Feb 15, 2018

Feedback - Contact Timeline

SERVICE HUB

Pricing and Packaging

Service Hub Professional

Pricing & Packaging

$400 month.

Service Hub includes products for *teams* to establish service processes and grow better.
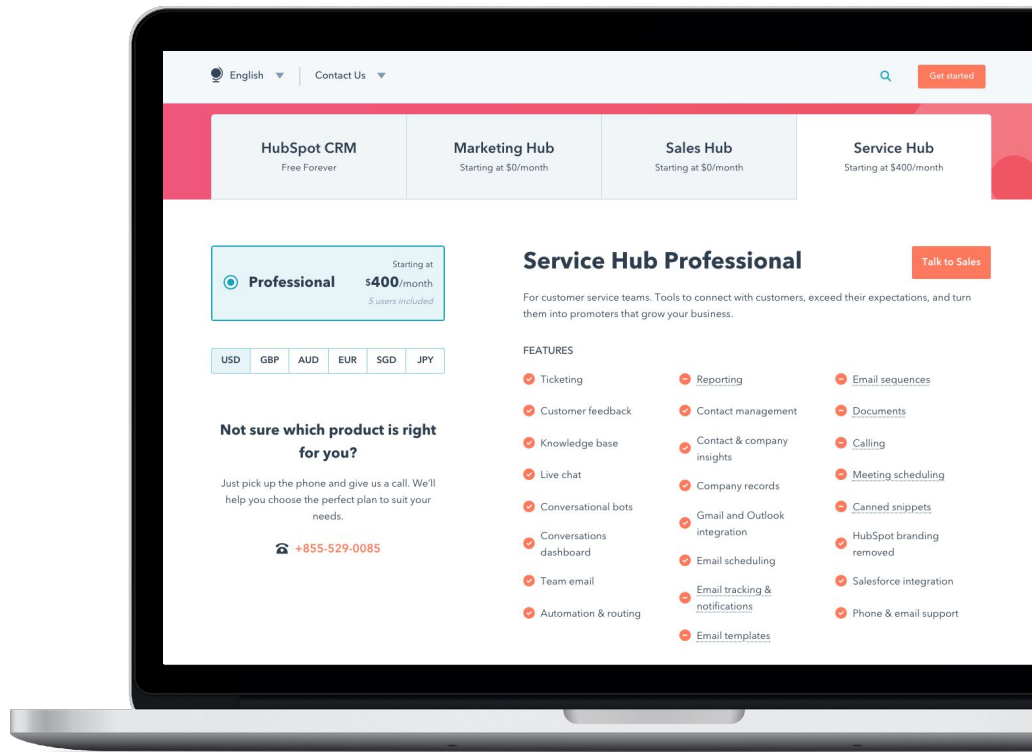
Service Hub also includes 5 seats of 1:1 productivity tools for *individuals* to be efficient and work smarter.

$80 additional seat.

Portal Features Vs. User Features

Portal Features	User Features
Every user free or paid has access to: - Tickets - Knowledge base - Customer Feedback - Conversations - Automation (Workflows) - Reporting	Paid users only (comes with 5 or $80 per additional seats): - Templates - Sequences - Calling - Meetings - Snippets - Documents - Messages - Notifications

SERVICE HUB

What it means to be customer first

WHAT IT MEANS TO BE
CUSTOMER FIRST

HUBSPOT TRAINING IN SOUTH AFRICA...

Howzit Capetown HUG!

✓ **Upskill** your team & be more effective at generating leads
✓ Learn from an expert how to **get the most out of Hubspot**
✓ Meet industry peers & share ideas
✓ Get the **latest tips & tricks** on Inbound best practices
✓ **Share the cost of training** with others!!

Vourneen Taylor

Aboutinbound.com/capetown

Don't be shy, say hi - linkedin.com/in/vourneentaylor

about inbound

THANK YOU