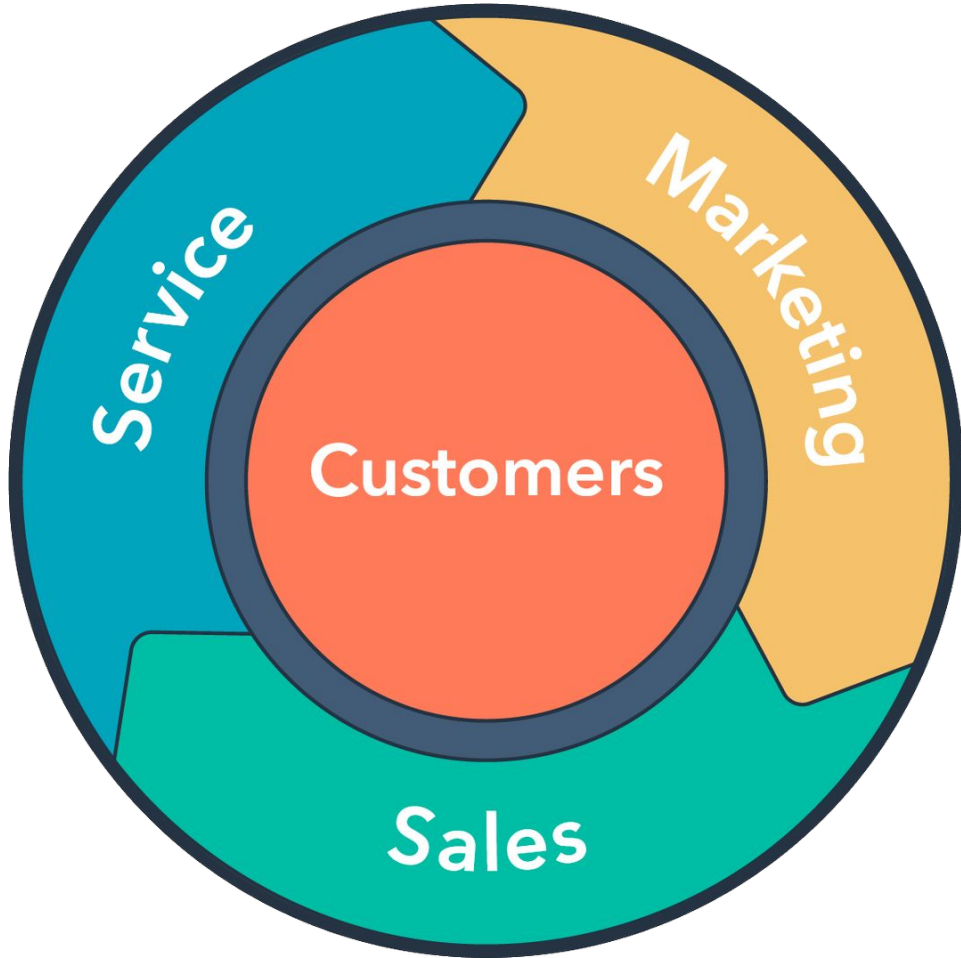


A vertical column of five circles on the left side of the slide. From top to bottom: a solid dark teal circle, a double-lined light teal circle, a solid dark teal circle with a small white dot in the center, a double-lined light teal circle, and a single-lined light teal circle.

# Service Hub

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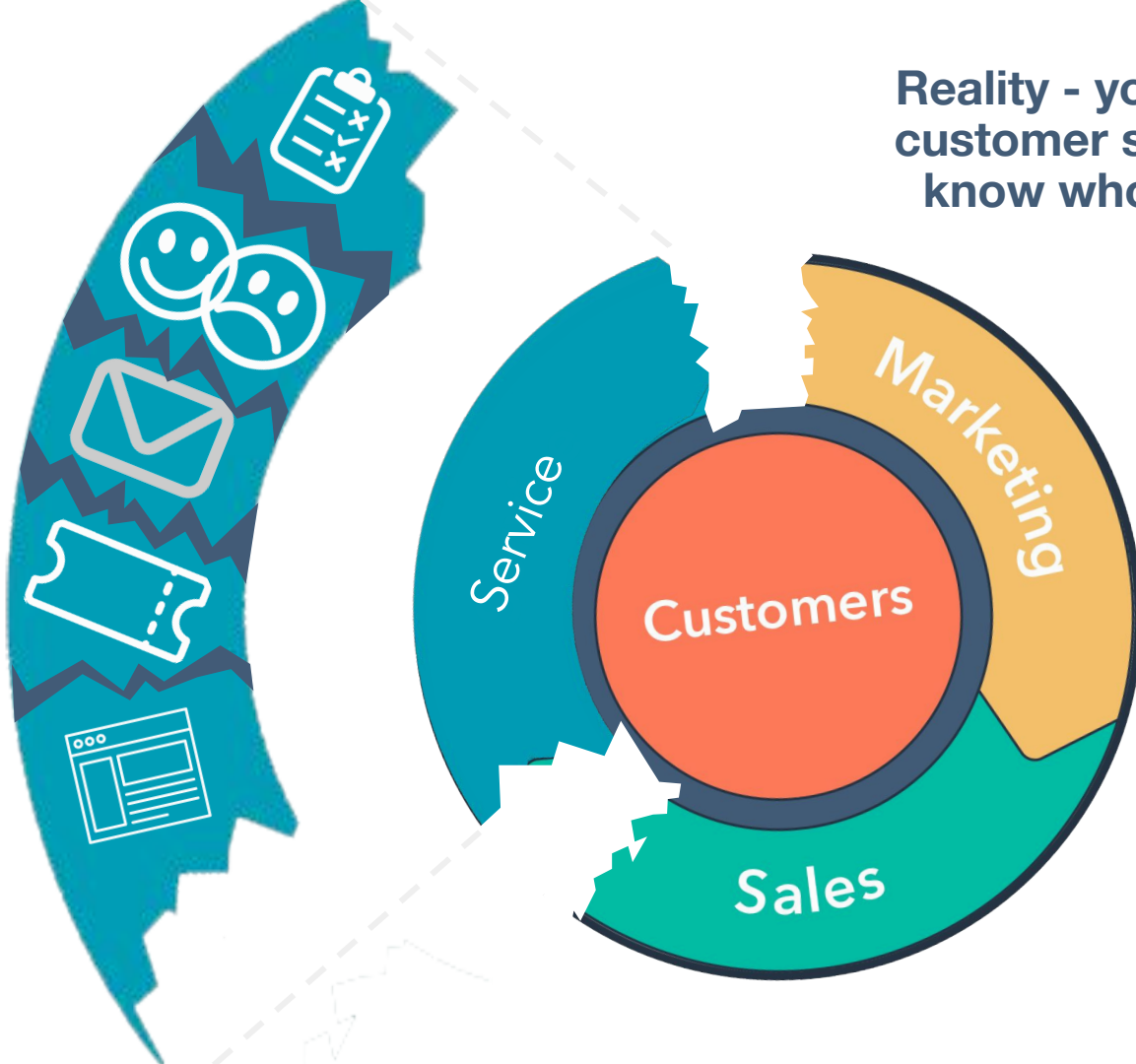
Software That Turns Customers Into  
Promoters and Service Into Growth



**The Ideal State**



**Reality - you cannot do great  
customer service if you don't  
know who your customers  
are!**





## Why It's Time to Replace Your Funnel With a Flywheel



# The Flywheel Reduced Customer Churn by 20% and Deflected 1,000 Tickets/Month

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“It was vital for us to centralize our data from a customer service standpoint. Because we have the HubSpot Marketing and Sales tools, it made a ton of sense to have one spot where our reps could find all the information they need about a contact. It makes it easy to help customers as quickly and efficiently as possible.”

- James Jennings, Marketing Manager - Yoga International



# The Hard Truth About Your Customers:

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In the last few years, we've seen a massive shift in the relationship between businesses and customers. **Your customers have more control, more options, and higher expectations.**

Today, customers don't tolerate scripts, queues, or robotic repetition. **They demand conversational, contextual, human interactions.**



Get the Facts

60%

of consumers have **stopped doing business with a brand** **due to a poor customer service experience.**

Source: Microsoft State of Global Customer Service Report, 2016



# Customer Service Isn't a Sunk Cost. It's an Opportunity.

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Today, happy customers are the secret to growing your business. **They buy more, stay with you longer, refer their friends, and tell the world they love you.**

To make this a reality, you need to take a proactive approach to helping your customers - and software that not only makes it possible, but also easy.





## Did You Know?

B2B customers with high customer engagement scores achieve

50%

higher revenue/sales.

Source: Gallup's Guide to Customer Centricity Report, 2016



# Where Traditional Customer Service Fails

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1. Failure to listen to customers (listen where they are)
2. Failure to reduce the friction for customers seeking answers
3. Inability to link customer experience to business value (revenue and customer churn)
4. Failure to break down department silos (full view of the customer)



# Build a Modern Customer Service System with HubSpot.

**Service Hub** gives you modern customer service tools to adapt to today's empowered customers. Now you can **understand their needs, improve their experience,** and ultimately **exceed their expectations.**



Introducing

**HubSpot**  
Service Hub



Here's how you'll turn **customers**  
into **promoters...**



# Inbound Service Framework

## 1. Engage

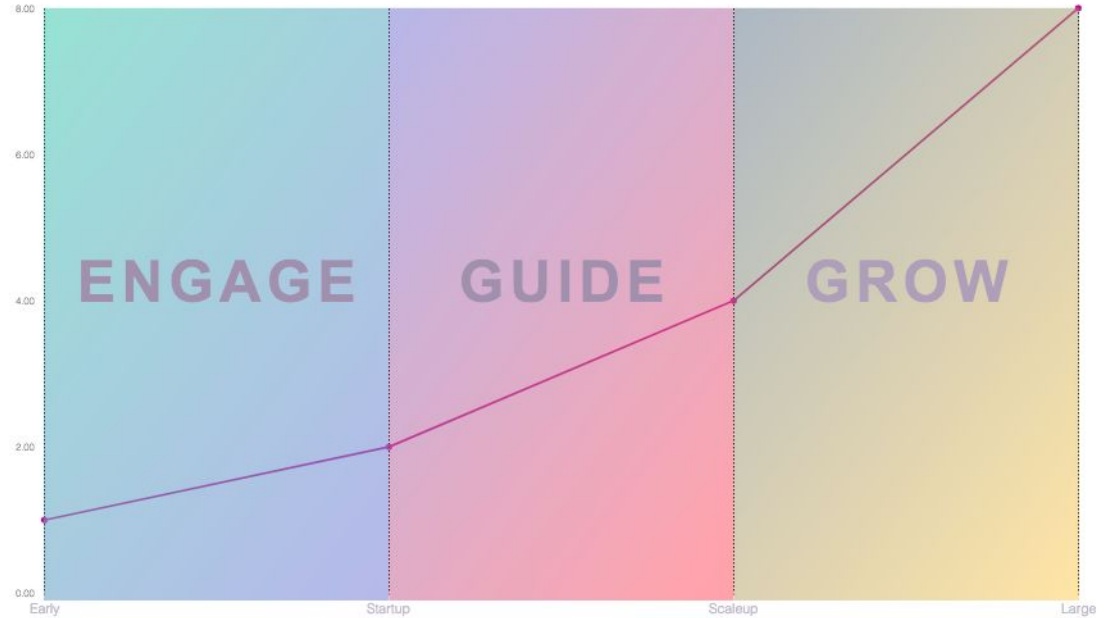
Engage customers in conversations wherever and whenever.

## 2. Guide

Guide customers towards more proactive solutions that reduce churn.

## 3. Grow

Grow real, mutually beneficial relationships with customers that translate directly to growth.



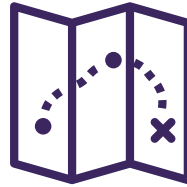
# INBOUND SERVICE FRAMEWORK

ENGAGE, GUIDE, AND GROW



**ENGAGE**

Conversations  
Tickets  
Automation  
'Help desk'



**GUIDE**

Knowledge Base



**GROW**

Customer Feedback



**ENGAGE**



# Respond Faster (And Better)

Provide customers with support **when they need it,**  
and **where they want it.**



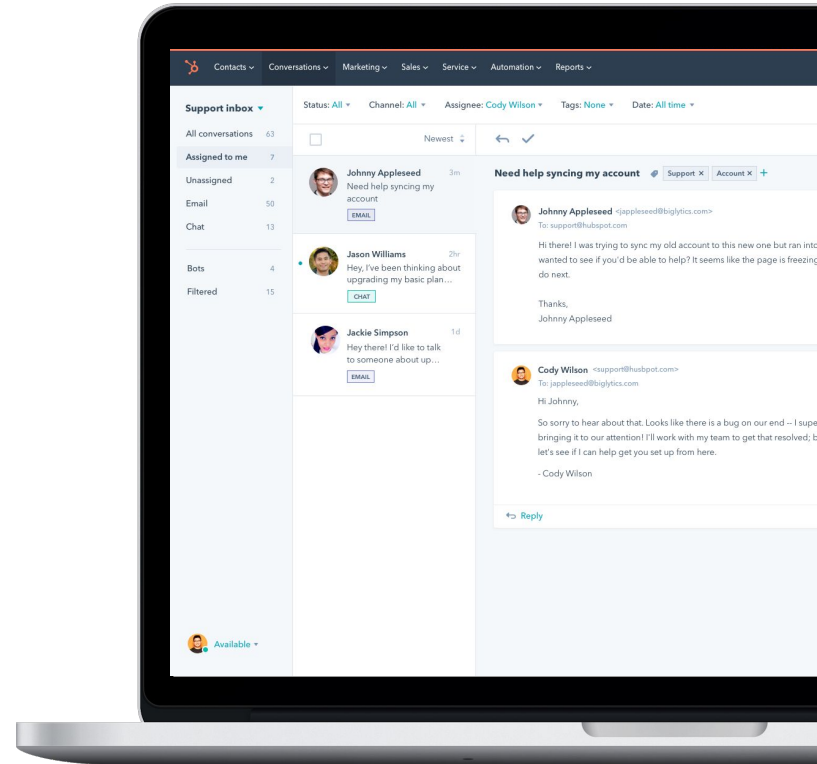
## How?

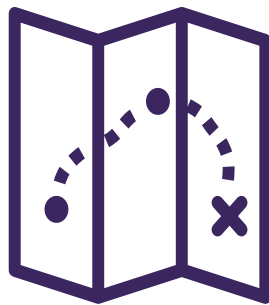


**Live Chat:** Interact with customers, meet their expectations, and resolve their issues in real time.

**Conversations:** Respond to chats directly from the conversations inbox. Then make follow-up a breeze by taking notes, sending emails, making calls, scheduling follow-up tasks, creating support tickets, and more — right from the inbox.

**Tickets:** Log complex issues that can be assigned to different members of your team, organized, prioritized, and tracked in one central location.





**GUIDE**

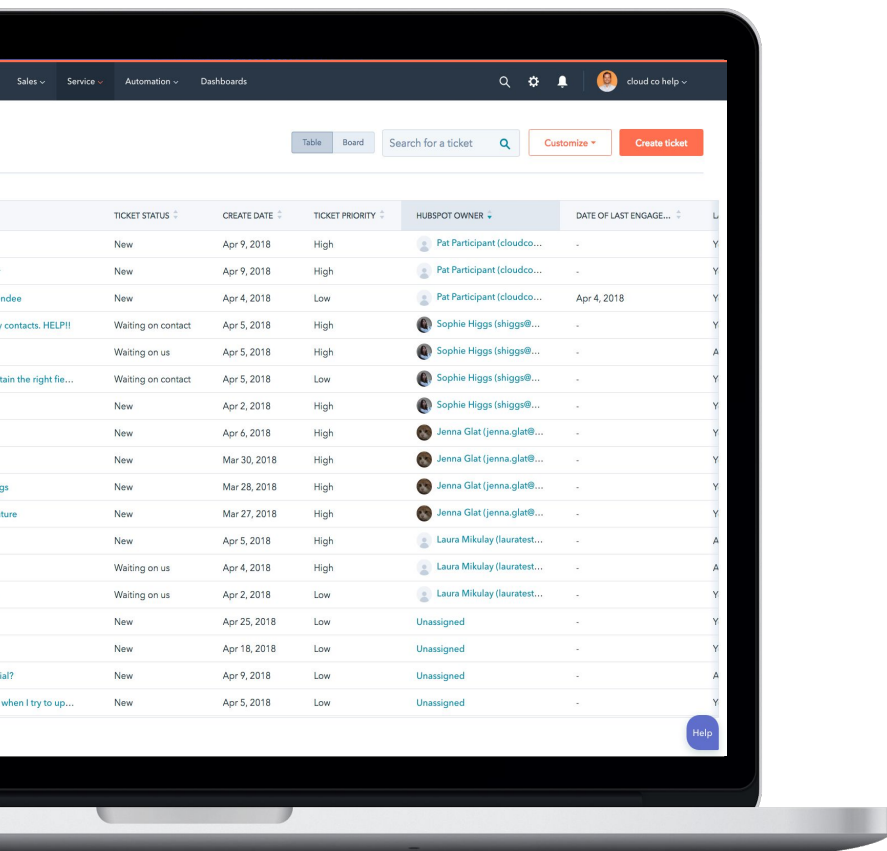
# Improve Your Team's Productivity

Improve the efficiency of your service team with tools that boost productivity.



## How?





**Team Email:** Create team-wide email aliases that automatically turn incoming emails into tickets or get routed.

**Video Creation:** Record short video or use custom email templates to reply to customers' questions in half the time.

**Help Desk:** Add routing and automation to tickets to create a help desk: when a customer fills out a form or sends a chat, HubSpot will automatically create a ticket based on information in the message and route to the right person.



# Help Customers Help Themselves



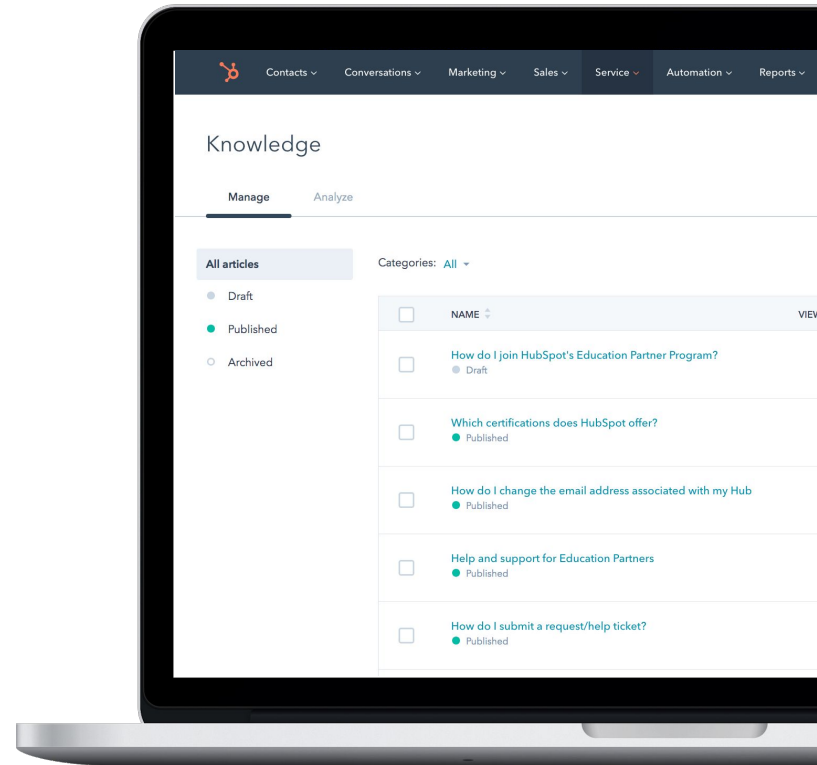
How?



**Knowledge Base:** Turn your customers' most frequently asked support questions and tickets into an optimized knowledge base of help articles and documentation.

Your knowledge base articles will automatically be indexed in search, so when customers turn to Google for help, they can quickly find your answers.

This reduces the number of customer service inquiries and saves time spent hunting down answers.





**GROW**



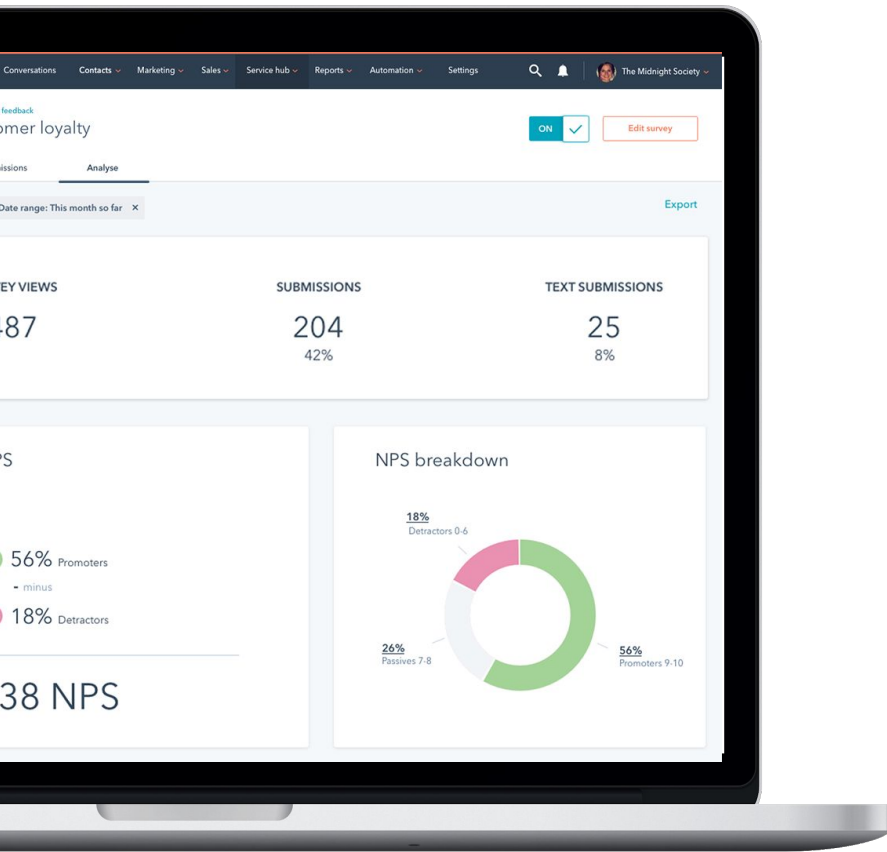
# Turn Customers Into Promoters

Grow your business through happier customers.



## How?





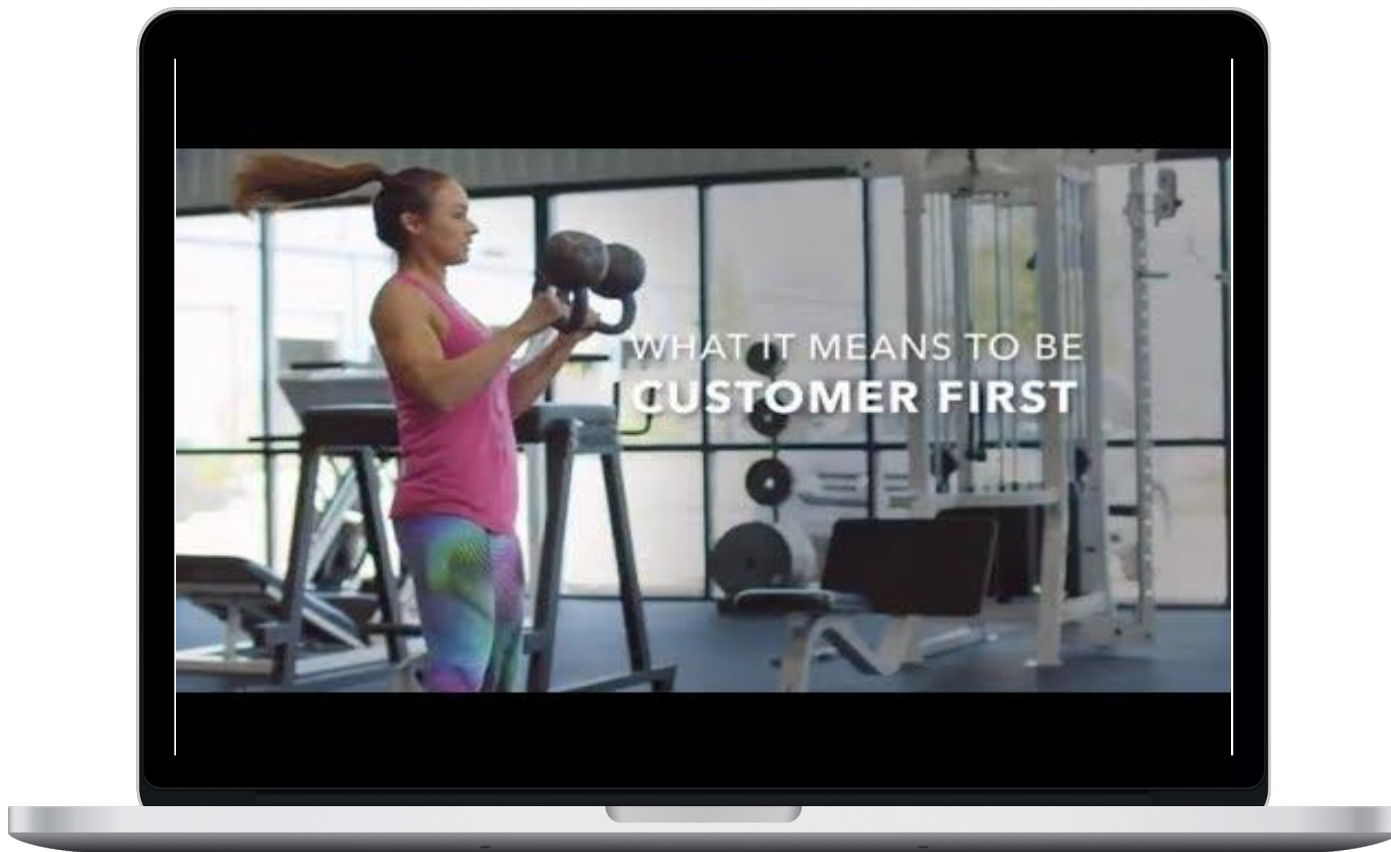
**Feedback:** Proactively collect feedback so you can understand your customers' needs.

Use HubSpot's feedback tools to deploy surveys, kick off automated customer emails or internal notifications to your team when a customer provides feedback.

**Reports:** Measure the impact with built-in reporting tools. See usage data and feedback.



# What Does it Mean to be **Customer First**?



**Connect with customers on their terms, and grow through their success.**

**Get started with Service Hub to build a modern customer support system.**

