

CULTIVATING HAPPY CUSTOMERS.

Inbound Certification Class #11

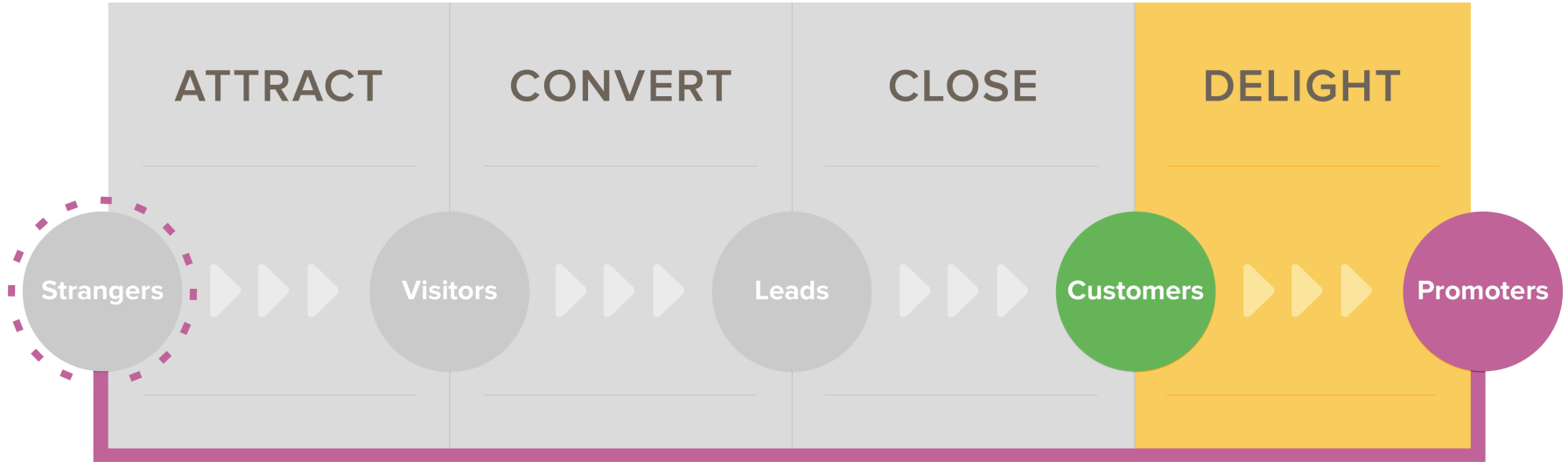


***#*INBOUND**

AGENDA

- 1 Why customer delight is so important
- 2 How to delight your customers
- 3 Seven customer delight guidelines
- 4 Key takeaways and resources

Inbound Methodology



by HubSpot

1 WHY CUSTOMER DELIGHT IS SO IMPORTANT.



Most businesses spend the majority of their money and time on acquiring customers and building products.

Customers feel
left out.



6-7x

more costly to attract a new customer than it is to retain an existing customer.

7%

of consumers say that their customer service experiences with companies typically exceed their expectations.

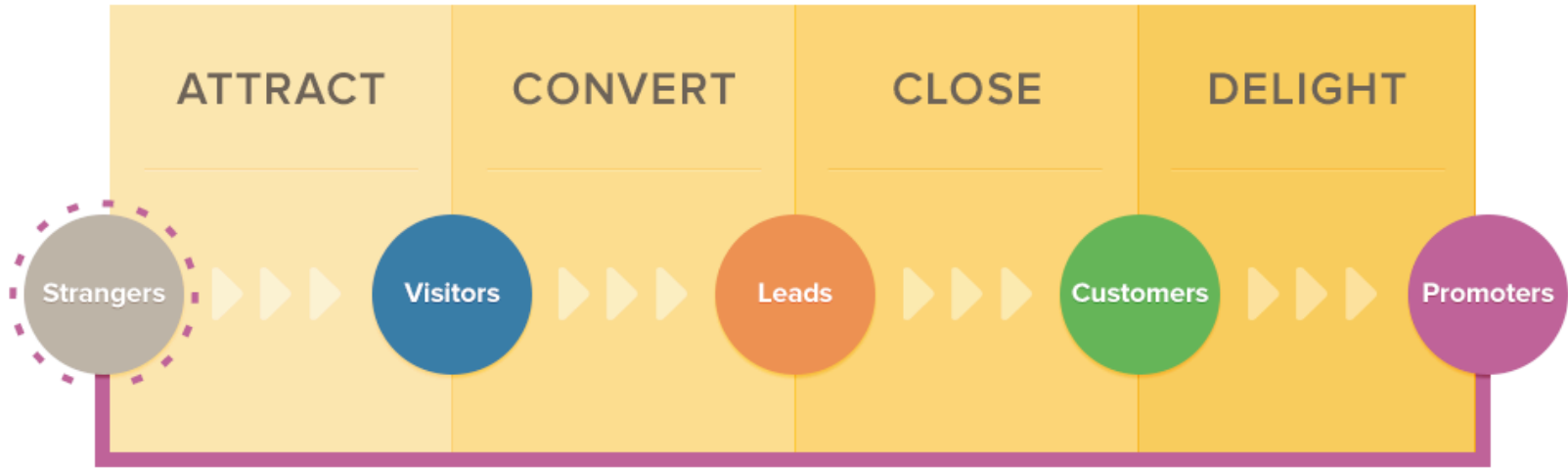
There is a huge
opportunity here!

A red marker is shown circling the word "TRUE" in a thick, hand-drawn line. The marker is positioned at the top right of the circle, with its tip pointing towards the center. The word "TRUE" is written in a bold, black, sans-serif font.

TRUE

Customer delight is a
competitive advantage.

Inbound Methodology



Your promoters will **attract** more strangers to your business.

Take a moment to think about that.



Trust is what will create
lasting relationships with people.



Trust is critical to creating an **Inbound Experience.**

An experience that's built by people, for people.

2 HOW TO DELIGHT YOUR CUSTOMERS.

“If we all have a shared and beneficial outcome in serving our customer, we have a unified place where all our interests converge. Success is not defined by our own personal and business line goals;
success is in the eyes of the customer.”

General John E. Michel

A close-up photograph of a woman's face, partially obscured by her hands. Her hands are positioned to frame her eyes, with her fingers pointing towards the center. The background is a plain, light color. Overlaid on the center of the image is a semi-transparent dark rectangle containing white text.

The customer's
experience ...

...is formed by
every interaction.



Customer delight is not just a **post-sale activity.**

It should be a priority both pre- and post-sale and wherever customers are in the buyer's journey.



The **three pillars**
of customer
delight.



THE THREE PILLARS OF CUSTOMER DELIGHT

- 1 Innovation
- 2 Communication
- 3 Education

INNOVATION

Change is better than the status quo.

Innovate to serve people with the right products.

COMMUNICATION

Personal is better than impersonal.
Communicate to help people.

EDUCATION

Empowering is better than ignoring.
Educate people to grow their knowledge.

3 SEVEN CUSTOMER DELIGHT GUIDELINES.

“**Loyalty** is when people are willing to turn down a better product or price to continue doing business with you.”

Simon Sinek

SEVEN CUSTOMER DELIGHT GUIDELINES

- 1 Delight Employees
- 2 Educate Employees
- 3 Empower Employees
- 4 Listen
- 5 Ask Questions
- 6 Help & Educate
- 7 Follow up

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The background is a vibrant green with a soft, out-of-focus texture. Several heart-shaped coins are scattered throughout the scene. Two are floating in the upper half of the frame, one slightly to the left and one to the right. A larger heart-shaped coin is positioned to the right of the main text. Along the bottom edge, a cluster of heart-shaped coins lies flat on the surface, with one red heart-shaped coin standing out among the darker ones. The lighting creates a gentle glow around the floating coins.

“Customers will never
love a company until the
employees love it first.”

Simon Sinek

A close-up photograph of a hand against a dark background. The index finger is extended upwards, and a small, dark, hand-drawn smiley face is visible on its tip. The rest of the hand is curled into a fist.

Delight your employees
and they will delight your customers.

Happy employees create happy customers
and allow for sustained customer delight.

Customers and
employees
are a business's
greatest assets.



Your **hiring methodology**
is critical to delighting
your customers.

A photograph of two women in a modern office environment. The woman on the left has long, wavy blonde hair and is wearing a light-colored, short-sleeved button-down shirt. The woman on the right has dark hair, wears glasses, and a black short-sleeved top. They are both smiling and shaking hands. The background shows large windows and office partitions.

Test for culture fit

Create a set of culture-specific interview questions, have the interviewee meet with multiple people & create pre-hire culture immersion experiences.

CREATE A HIRING METHODOLOGY THAT TESTS:

- Skills
- Culture fit
- Beliefs
- Experience
- Ideas



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“Customer service shouldn’t just be a department, it should be the **entire company.**”

Tony Hsieh, CEO of Zappos

A close-up photograph of a hand with two fingers extended horizontally. The fingers are painted with a vibrant red nail polish. The skin is fair and shows natural texture. The background is a clear, bright blue sky with a few wispy white clouds in the lower right corner. The text is overlaid on the right side of the image, partially obscuring the fingers.

Every **small interaction**
makes a difference...

...because they create
the **larger experience.**



Develop **team principles** that your employees live by.

Principles create autonomy and empower employees to make decisions on their own.

The principles should reinforce
the fact that employees should always
solve for the customer.

HUBSPOT ACADEMY PRINCIPLES


- Execute with excellence
- Educate with passion
- Create a consistent learning experience
- Seek out company-wide collaboration
- Provide outstanding customer service
- Always be learning
- Never settle
- * Stay weird

HOW TO EDUCATE EMPLOYEES

- Teach every employee the pillars of customer delight
- Implement a new hire training program
- Develop on-going training programs
- Educate them by doing, not by way of lecture or presentation
- Share stories of what great customer service resembles
- Share examples of what solving for the customer looks like
- Everyone at the business should be educating employees in some capacity

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Everyone at the business
should be able to identify a
customer by **persona**.

USE A PERSONA TOOL

Create Persona

What are personas?

Personas are fictional representations of your customers to help your content creation and nurturing strategies. If you don't have any personas yet, check out the [personas class](#) and go through the [checklist](#).

This wizard will help you create:

- A **persona profile** for sharing with your team
- A **persona form field** to help visitors identify as a specific persona
- A **list of contacts** to help track your persona contacts

Get started

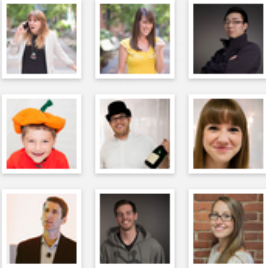
Create Persona

Select persona picture and name

Step 1 of 4

A persona picture and name are for you and your team only. Don't worry, you can change them at any time.

Choose a picture for your persona



Upload your own photo

What do you call this persona? (Required)

Previous step

Next step

Let employees' personalities **shine through.**

You hired them correctly,
so let them free.



A group of five diverse business professionals are captured in a moment of pure joy, jumping over a metal railing on what appears to be a rooftop terrace. From left to right: a man in a dark sweater with his hands outstretched, a woman in a black blazer over an orange top, a woman in a blue patterned blouse with her arms raised high, a man in a dark blazer with his mouth open in a shout, and a man in an orange polo shirt also with his mouth open. Below the railing, another person in a plaid shirt is partially visible, also appearing to be part of the celebration. The background shows a city with brick buildings and power lines. A semi-transparent dark grey banner is overlaid across the middle of the image, containing white text.

They are the **faces** of the business.
They interact with people every day.

THE CUSTOMER DELIGHT CHECKLIST

- ☒ Solve their problems
- ☒ Provide recommendations
- ☒ Be enthusiastic & fun

Under promise, **over deliver.**

The Promise: Support rep says, “I’ll contact you within 24 hours with a solution.”

The Over Deliver: Support rep contacts customer 6 hours later with the solution.



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Collect **data**.









Identify opportunities to collect qualitative & quantitative data about the inbound experience.



Use **social monitoring** as a listening tool.








@HubSpot Mentions [Edit](#)

Using your @HubSpot Twitter account

 G2 Crowd @G2Crowd FOLLOWS YOU		See how @Marketo @HubSpot @pardot @eloqua @actonsoftware & more rank based on crowdsourced reviews: ow.ly/insqdy	53 secs	
 Rob O'Shea @robosheauk		SlideShare Launches New Infographic Capabilities, and Other Inbound Stories of the Week buff.ly/17Qymbw via @hubspot	1 min	
 Electric Light, LLC @electriclightim FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board blog.hubspot.com/patty-mccord-w... via @hubspot	2 mins	
 Jeffrey Obront @JOBront FOLLOWS YOU		The History of SEO by @HubSpot on @slideshare slideshare.net/HubSpot/hub-sp...	3 mins	
 The Data Octopus @TheDataOctopus		Ever wondered what the history of advertising looks like? This slideshow from @Hubspot presents it rather well! ow.ly/nspdm	6 mins	
 Susanna Hellden @susannahellden		@HubSpot Thanks for this... an impressive 472-pages long doc and great read all the way through! ☐	6 mins	
 Julie Murphy @indaba360 FOLLOWS YOU		My in-flight reading today includes Creating Killer Content per @HubSpot bit.ly/13Kox1f	7 mins	
 robgo @robgo FOLLOWS YOU		Really great comments from @mvolpe on my last post from his experience seeking PMF and growth @hubspot disq.us/8edmt6	8 mins	

Customers talking about HubSpot [Edit](#)

Monitoring 16,396 contacts using your @J_D_Sherman Twitter account

 Mike Champion @graysky FOLLOWS YOU		RT @robgo: Really great comments from @mvolpe on my last post from his experience seeking PMF and growth @hubspot disq.us/8edmt6	2 mins	
 Wild Boy @wildboydesign FOLLOWS YOU		RT @bigeasy_wbd: The #HubSpot Marketplace doesn't allow us to offer our beard-growing expertise, but we offer writing & CTA services: http://t.co/AgRgS9UAi0	14 mins	
 Wild Boy @wildboydesign FOLLOWS YOU		Just in time for #inbound13! Wild Boy services now listed in the #HubSpot Marketplace: ow.ly/nqJNi	24 mins	
 Ken Steven @GrowthTrendKen		How to Create Marketing That's Actually Helpful [Printable Checklist] blog.hubspot.com/create-marketi... via @hubspot	26 mins	
 Susan Tucker @GetSusanMktg		#Gmail's new inbox and what it could mean for marketers via HubSpot. Have you noticed a difference in your open... fb.me/6oEndWm9b	30 mins	
 David Salvo @DTSalvo FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board hub.am/17R8A6P	32 mins	
 faceLift Designs @faceliftdesigns		RT @hubspot: Companies that A/B test their inbound campaigns are 75% more likely to report measurable ROI. Source: hub.am/16uymfW	40 mins	

Silence is your friend.

Follow the 80/20 rule.





Repeat what they said.

Ensure you're on the same page and you're both discussing the same thing.

Show **empathy** and be **empathetic**.

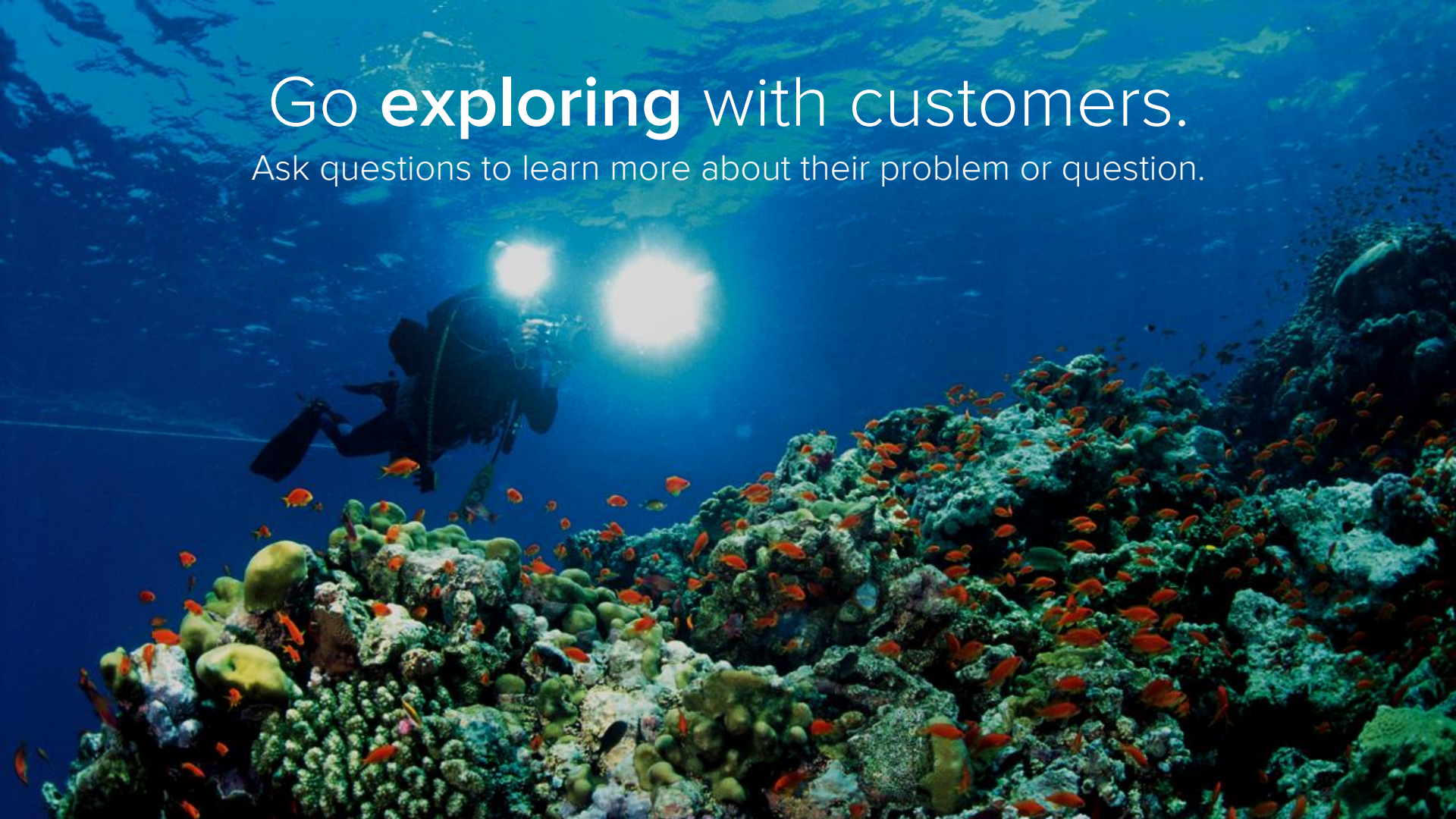


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Go **exploring** with customers.

Ask questions to learn more about their problem or question.



Start questions with

Why, How, What, When, Where, Who



Pay attention to verbal and non-verbal **communication.**

Like facial expressions, vocal rhythm, body expressions or touch. They will help you better understand the person's problem or question.

...

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“The businesses
that are the
best educators
will be the most
successful.”

@MarkKilens

THE CUSTOMER DELIGHT CHECKLIST

- ☒ Solve their problems
- ☒ Provide recommendations
- ☒ Be enthusiastic & fun

Employees should be **problem solvers.**

Solve the right problems for
the right personas.



Create **content** just for customers.



Blog
Articles



Interactive
Tools



Photos and
Infographics



Videos and
Podcasts



Presentations
and eBooks

How can you
exceed their
expectations?

It will help you build trust
and create promoters.



It's not what you say, but
how you make them feel that
creates a lasting relationship.





Measure & track **all interactions**

to help you improve the
inbound experience.

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Make sure you
always resolve
all of their problems.

Be a true “problem solver.”



Be on time.


Set the right time expectations and
don't take longer than you promised.





Use **email workflows** to follow-up with customers after they purchase.


Customer Nurturing

This recipe is designed to convert new Customers into more engaged members of your community.

 This list triggers the workflow, and groups all contacts who have Lifecycle Stage of a Customer.

 This email sends a welcome message to new Customers when they convert.


 This email sends a message to new Customers inviting them to upgrade or apply a discount or special offer.

 This workflow ties it all together, sending two emails in succession to the starting list of Customers.

Customer Nurturing (HS Recipes) Workflow is Not Live


[View all workflows](#)

Workflow details

Edit workflow 

Performance

History

[Workflow settings](#) 

Customer Nurturing (HS Recipes)

Begin this workflow when...

• A smart list updates

1 First workflow step Delay this step for 1 Days 0 Hours 0 Minutes

Send an email Customer Welcome (HS ...)

2 Second workflow step Delay this step for 20 Days 0 Hours 0 Minutes

Send an email Customer Upgrade (HS ...)

Save workflow

Solve for the **customer**,
Don't solve for the **number**.

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Follow and practice the **seven guidelines.**

If you do, you will be focused on creating a remarkable inbound experience that your customers will **love.**



Developing and establishing trust is critical to creating an **inbound experience**.





Remember:

You build trust in
every small interaction
you have with people.

A photograph of the Great Pyramids of Giza in Egypt. The Great Pyramid of Khufu is the central focus, showing its massive scale and the texture of the stone blocks. To its left, the smaller Pyramid of Menkaure is visible. The pyramids are set against a clear, bright blue sky. The foreground is a flat, sandy desert. A few small figures of people can be seen at the base of the pyramids, emphasizing their size. A small, light-colored rectangular structure is visible in the foreground on the right.

All of those small interactions
will create **lasting relationships.**

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1 Building trust is core to customer delight.
- 2 Your priority should be to serve people.
- 3 Every small interaction matters a lot because they create the larger experience.
- 4 Customer delight is not just a post-sale activity.
- 5 The three pillars of customer delight are: innovation, communication & education.

KEY TAKEAWAYS

- 6 Your hiring methodology is critical to delighting your customers.
- 7 Develop team principles that your employees live by.
- 8 Everyone at the business should be able to identify a customer by persona.
- 9 It's not what you say, but how you make them feel that creates a lasting relationship.
- 10 Solve for the customer, don't solve for the number.

RESOURCES

- 1 Inbound Inspiration Video – “Human” [\[video\]](#)
- 2 Are You Boggled Down in an 'ABC' Way of Thinking? [\[blog post\]](#)
- 3 11 Ways to Give and Get Customer Love [\[blog post\]](#)
- 4 How to Use Welcome Emails to Delight Your New Blog Subscribers [\[blog post\]](#)