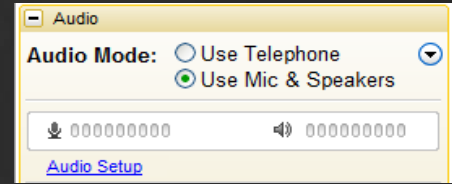


SOLVE FOR THE CUSTOMER: HOW HUBSPOT DELIGHTS CUSTOMERS



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

@HubSpotAcademy

#InboundLearning



HubSpot

Mark Kilens

@MarkKilens



HubSpot

Chris LoDolce

@chrislodolce

AGENDA

- 1 The pillars of delight
- 2 The customer delight checklist
- 3 Creating content that fosters delight
- 4 Seven customer delight guidelines
- 5 Next steps and resources

1

THE PILLARS OF DELIGHT

THE THREE PILLARS OF 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.

“Customer Experience is the new marketing. If you don’t have a passionate, committed executive leadership team ... you won’t get out of the gate unless you have that. It’s the most important thing we do. We have the most demanding customers on the planet. Customer Experience better be at the top of your list when it comes to priorities in your organization.”

-Steve Cannon, President & CEO of Mercedes-Benz USA

65%

of consumers surveyed said they've cut ties with a brand over a single poor customer service experience.

A red marker is shown circling the word "TRUE" in a thick, hand-drawn line. The marker's tip is visible on the right side of the circle, and the word "TRUE" is written in a bold, black, sans-serif font in the center of the circle.

TRUE

CUSTOMER DELIGHT IS A
COMPETITIVE ADVANTAGE.

58%

of companies say they are just now developing a strategy for delivering an integrated customer experience.

8%

of companies surveyed said they currently provide a 'very integrated' customer experience.

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

- Tony Hsieh, CEO of Zappos

2 THE CUSTOMER DELIGHT CHECKLIST

Building trust
is core to
customer delight.



Trust is what will create lasting relationships with people.



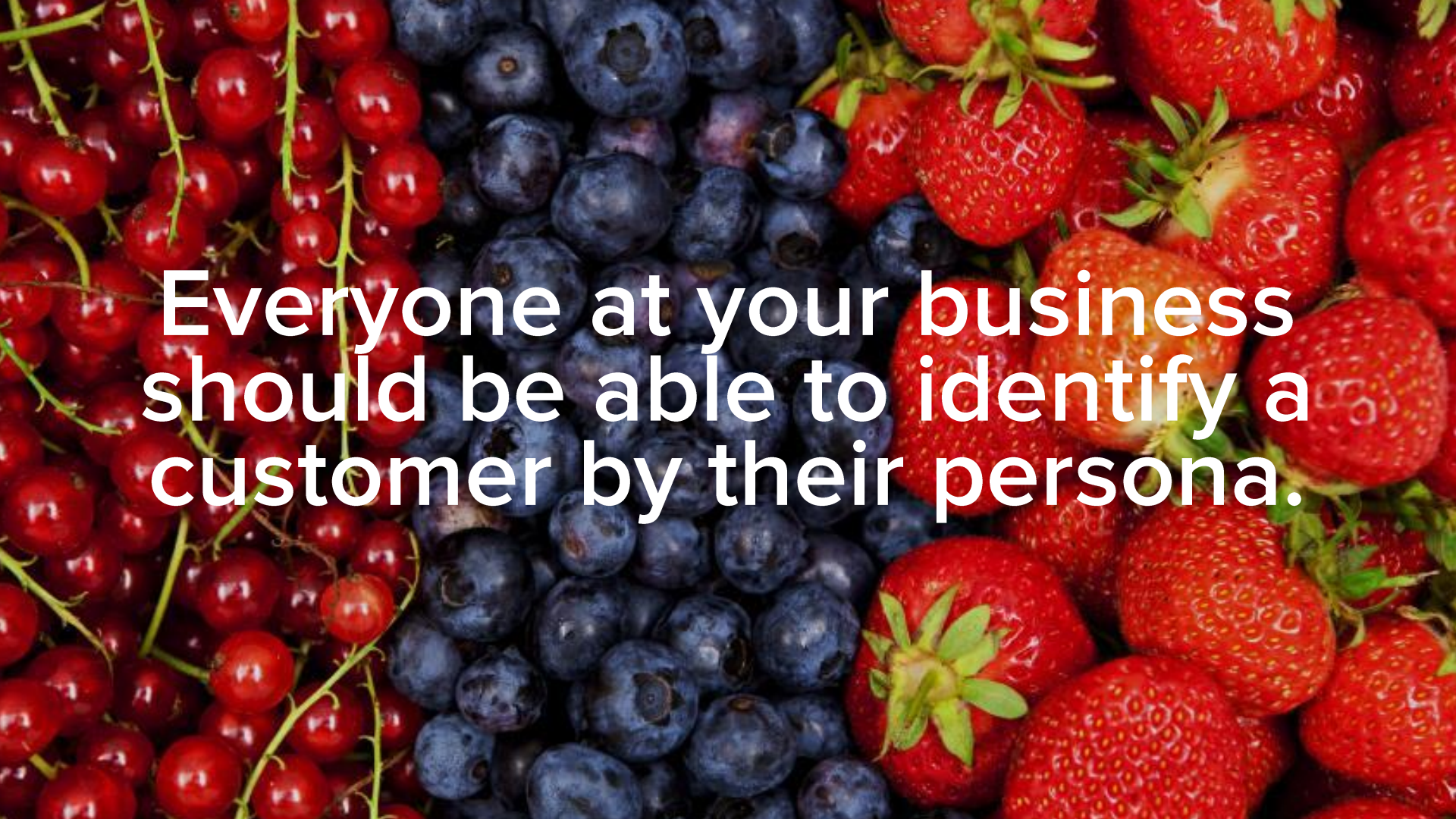
Customer delight is not just a post-sale activity.

It should be a priority both pre- and post-sale.
Trust can be built at every interaction.



You can't provide
awesome service
and build trust if you
don't know who
your customers are.



A close-up photograph of fresh fruit, including red cherry tomatoes, blueberries, and strawberries, arranged in a pattern. The text is overlaid on the center of the image.

**Everyone at your business
should be able to identify a
customer by their 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

Step 1 of 4

Select persona picture and name

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)

e.g., Marketing Mary

[Previous step](#) [Next step](#)

82%

of consumers say the number one factor that leads to a great customer service experience is having their issues resolved quickly.

SOURCE: (Live Person)

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

THE CUSTOMER DELIGHT CHECKLIST

- Solve the problems
- Provide recommendations
- Be enthusiastic & fun

LAER

1

Listen: Silence is your friend

2

Acknowledge: Display genuine empathy

3

Explore: Ask questions

4

Resolve: Solve the problem and provide a recommendation

Employees should
be problem solvers.
Solve the right problems for
the right personas.



The customer's
experience is
formed by
every interaction.



Use the checklist to exceed people's expectations.

It will help you build trust and create promoters.



3

CREATING CONTENT THAT
FOSTERS DELIGHT

Always be teaching, from the first interaction to the last.



Content to
attract visitors



Content to
convert visitors
and close leads



Content to
delight customers



Personas help you create the right content.

The right content will most effectively attract your ideal visitors, convert them into leads, and close them into customers.

The Buyer's Journey



Prospect is experiencing and expressing symptoms of a problem or opportunity. Is doing educational research to more clearly understand, frame, and give name to their problem.



Prospect has now clearly defined and given a name to their problem or opportunity. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



Prospect has now decided on their solution strategy, method, or approach. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

CONTENT FORMATS

- 1 Case Studies
- 2 Videos
- 3 Infographics
- 4 Whitepapers
- 5 Calculator/Worksheets
- 6 eBooks
- 7 Templates
- 8 Research reports
- 9 Checklists
- 10 Webinars
- 11 SlideShare decks
- 12 Whatever else you can come up with!

RE-PURPOSING EXISTING CONTENT



Adjust. What needs to be added? Removed? Re-worded? Take out purely internal content and make it public-friendly.



Combine. How can you combine related or unrelated things to provide new value and meaning?



Expand. What have you already done that you can dig deeper into or provide a more comprehensive big picture view?

CREATE CONTENT JUST FOR CUSTOMERS



Blog
articles



Interactive
Tools



Photos &
Infographics



Videos &
Podcasts



Presentations
& eBooks

Great examples of customer content:

- Apple: In-person and online
- Home Depot: In-person and online
- Whole Foods: In-person and online
- Williams-Sonoma: Online
- Wistia: Online

WILLIAMS-SONOMA

WILLIAMS-SONOMA

inspiring cooks everywhere

Registry

Blog

Recipes

Wine

New

Gifts

Open Kitchen

Valentine's Day

Easter

Sale

SEA

Recipe Search

Recipe Box

Catalog Recipes

THIS SEASON

In Season Now

30 Days, 30 Ways to Good Health

Salad Primer

Valentine's Day

COOKING GUIDES

Guide to Juicing

Guide to Grains

Guide to Olive Oil

Guide to Cheese

Guide to Chiles

Guide to Wine

FEATURED CHEFS

Featured Chefs & Authors

Tyler Florence

Ina Garten

Yotam Ottolenghi

RESOURCES

Tips and Techniques

Entertaining Ideas

wsKids Recipes




A WORLD OF INSPIRATION


This month we're turning to bold Asian flavors to bring winter meals to life. From spicy noodle dishes to savory dumplings made from scratch, these fresh new ideas will warm up the kitchen.

[See Recipes](#)






HOME DEPOT



TOOL & TRUCK RENTAL | INSTALLATION SERVICES AND REPAIR | GIFT CARDS | HELP 


THE HOME DEPOT **More saving. More doing.** Your Store: **Orange, CT #6202**
 Use My Current Location or [find store](#) [Local Ad](#) | [Store Finder](#) | [Credit Center](#) | [Specials & Offers](#)

PRO SITE

Shop By **Department**  **Search All**  *What can we help you find?*  **DIY Projects & Ideas**  [Sign In](#) or [Register Your Account](#) 

Home > [DIY Projects and Ideas](#)

DIY Projects and Ideas



 **DIY Projects & Ideas**



- Appliances +
- Bath +
- Building Materials +
- Décor +
- Doors & Windows +
- Electrical +
- Energy +
- Flooring +
- Heating & Cooling +
- Kitchen +
- Lighting & Fans +
- Lumber +
- Maintenance +



ORGANIZE YOUR CLOSETS

ClosetMaid Systems Maximize Walk-in and Reach-in Space


[LEARN MORE](#)

 **STORAGE QUICK TIPS VIDEO CENTER** 

 **FAMILY VALENTINE'S DAY HEART BOX WORKSHOP** 

 **PINTEREST: SMALL SPACES, BIG IMPACT** 

TOP DIY CATEGORIES



CUSTOMER STORIES

How We Get Our Inbound Campaigns Organized and in Motion [Customer Story]

by [Oscar Quiroga](#)

🕒 August 20, 2014 at 12:00 PM

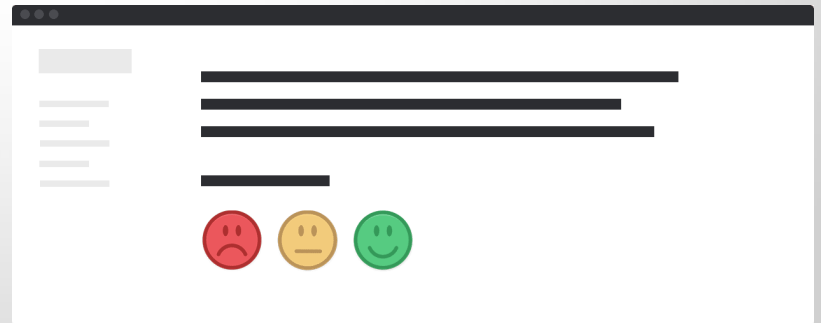
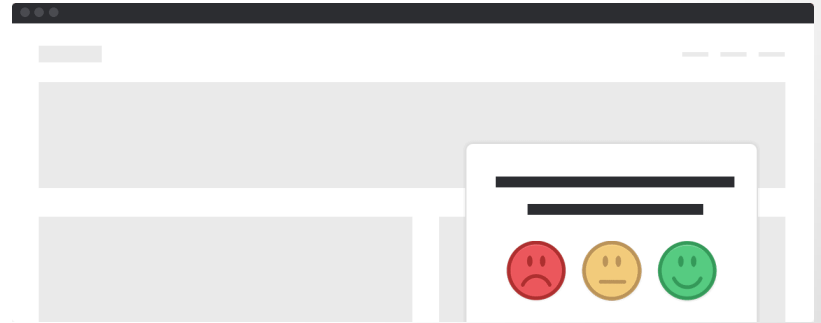
Creating content can be difficult, but what I've found to be most challenging is getting started - specifically mapping out my content and turning it into a cohesive campaign.

I needed a mechanism to help me strategically organize the content my team needed to build. Without it, I found it quite difficult to nail down the strategy and conceptualize it all!



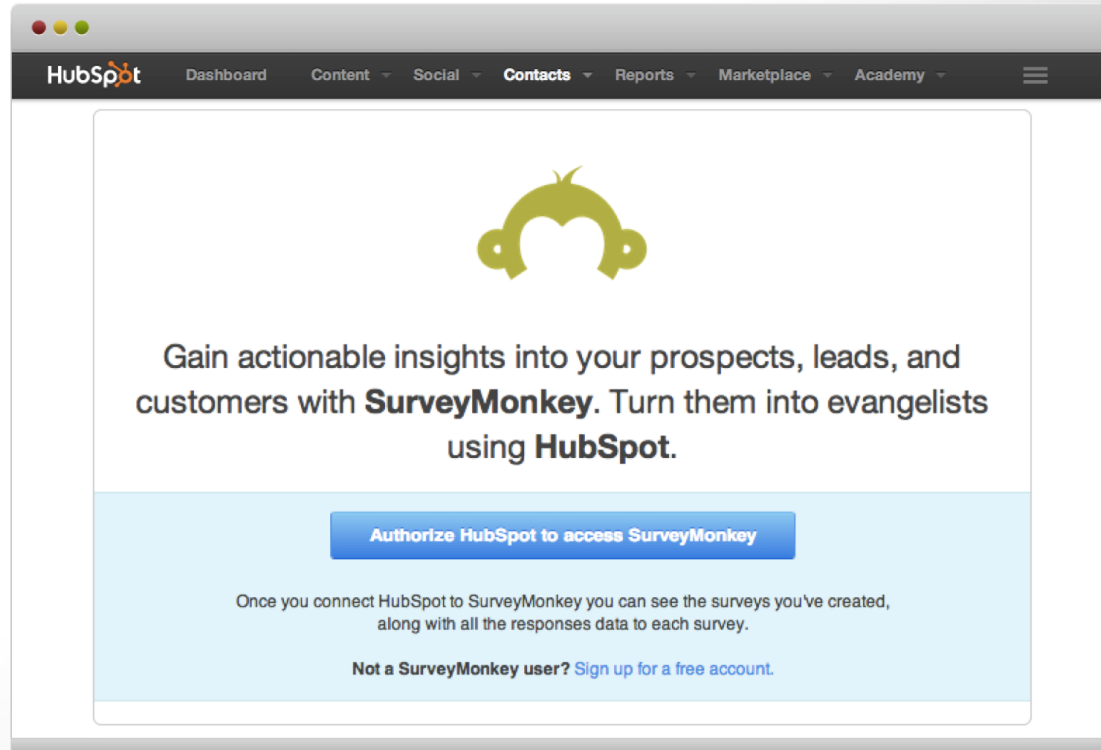
HIVELY.CO OR TEMPER.IO

- Content's usefulness
- Overall experience
- New content ideas
- Page, inline or email widget



HUBSPOT + SURVEYMONKEY

- Net promoter score
- Buyer persona data
- Event feedback



4 SEVEN CUSTOMER DELIGHT GUIDELINES

THE SEVEN CUSTOMER DELIGHT GUIDELINES

- 1 Delighting team members
- 2 Educating team members
- 3 Empowering team members
- 4 Listening
- 5 Asking
- 6 Serving
- 7 Following up

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

-Simon Sinek



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.

**Hire for character,
train for skill.**

THE SEVEN CUSTOMER DELIGHT GUIDELINES

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Every small interaction
makes a difference...
because they create the
larger experience.



HOW YOU CAN EDUCATE TEAM MEMBERS

- Team members should be using your product or service
- 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 your business should be educating other team members



Mercedes Benz invited all of their 23,000 team members to attend an Immersion Session so they can see the standards by which the automobiles are built.

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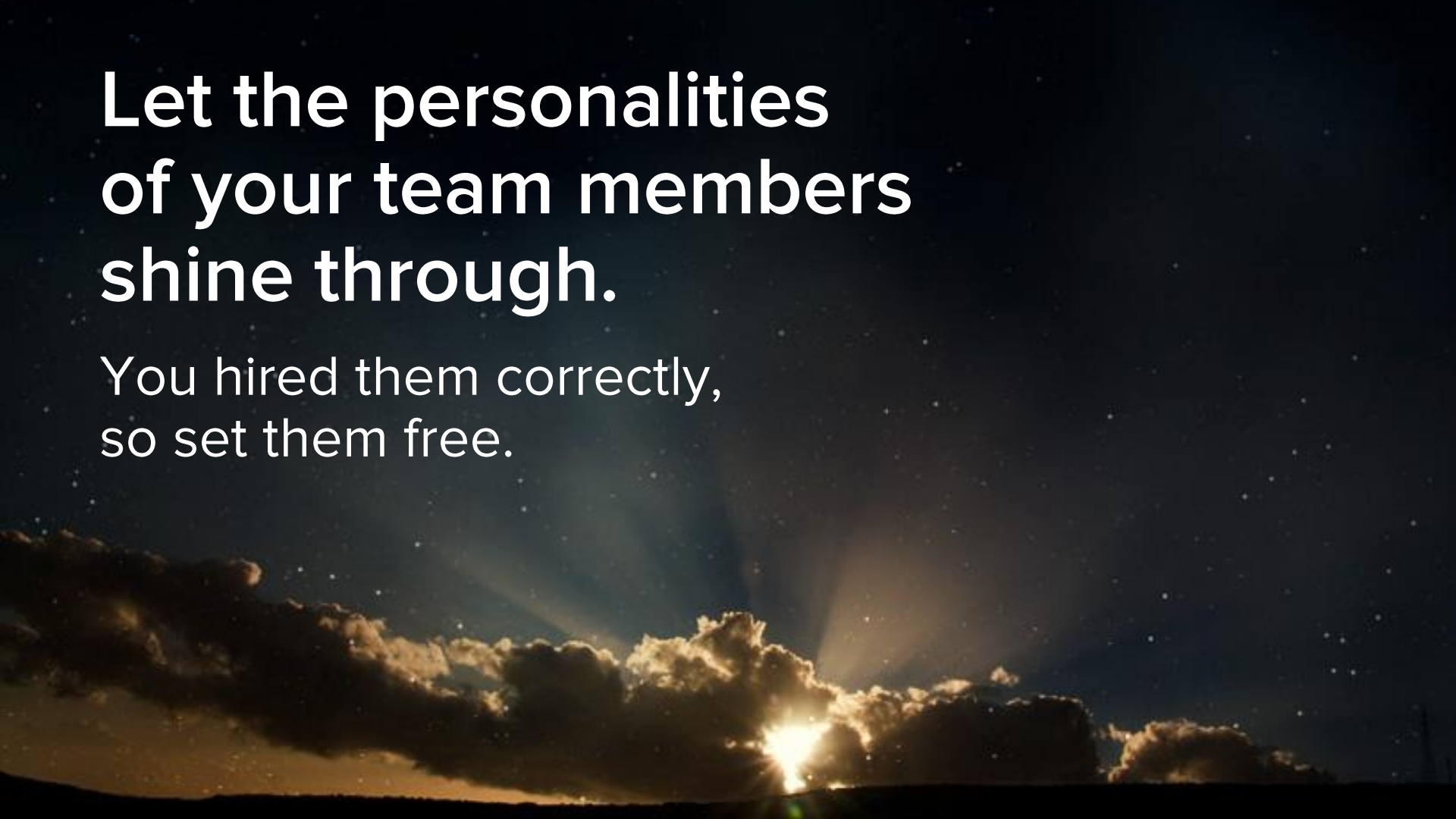
Develop principles that your team members live by.

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

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



**Let the personalities
of your team members
shine through.**

You hired them correctly,
so set them free.

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


















**Silence is
your friend.
Follow the 80/20 rule.**




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/nspqdy	53 secs		Email
 Rob O'Shea @robosheauk		SlideShare Launches New Infographic Capabilities, and Other Inbound Stories of the Week buff.ly/17Qymbw via @hubspot	1 min		Email
 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		Email
 Jeffrey Obront @JOBront FOLLOWS YOU		The History of SEO by @HubSpot on @slideshare slideshare.net/HubSpot/hub-sp...	3 mins		Email
 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		Email
 Susanna Hellden @susannahellden		@HubSpot Thanks for this... an impressive 472-pages long doc and great read all the way through! ☐	6 mins		Email
 Julie Murphy @indaba360 FOLLOWS YOU		My in-flight reading today includes Creating Killer Content per @HubSpot bit.ly/13Kox1f	7 mins		Email
 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		Email

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		Email
 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		Email
 Wild Boy @wildboydesign FOLLOWS YOU		Just in time for #inbound13! Wild Boy services now listed in the #HubSpot Marketplace: ow.ly/nqJNi	24 mins		Email
 Ken Steven @GrowthTrendKen		How to Create Marketing That's Actually Helpful [Printable Checklist] blog.hubspot.com/create-marketi... via @hubspot	26 mins		Email
 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		Email
 David Salvo @DTSalvo FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board hub.am/17R8A6P	32 mins		Email
 FACE LIFT @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		Email



Measure and track all interactions to help you improve the customer experience.

THE SEVEN CUSTOMER DELIGHT GUIDELINES

- 1 Delighting team members
- 2 Educating team members
- 3 Empowering team members
- 4 Listening
- 5 Asking
- 6 Serving
- 7 Following up

A diver in a black wetsuit and mask is swimming over a diverse coral reef. The reef is covered in various types of coral, including large green and yellow sponges and smaller branching corals. Numerous small, bright orange fish are scattered throughout the scene, swimming around the coral. The water is clear and blue, with sunlight filtering down from the surface, creating a bright, shimmering effect. The diver is positioned on the left side of the frame, looking towards the right. The overall scene is a vibrant and colorful underwater ecosystem.

Go exploring with customers.

Ask questions to learn more
about their problem or goal.

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A photograph of two hands, one from the top left and one from the bottom right, reaching towards each other. The hands are open and palm-up, set against a light blue background with a subtle gradient. The lighting is soft, highlighting the skin texture.

Everyone's priority
should be to serve people.



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

- @MarkKilens

How you serve people to build trust:

- Answer their questions
- Solve their problems
- Help them reach their goals

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**Make sure you
always resolve
all their problems.**



Be on time.

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



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

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





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

All of those small interactions
will create lasting relationships.



5

NEXT STEPS
AND RESOURCES

NEXT STEPS

- 1 Grade your organization's ability to innovate, communicate, and educate
- 2 Create a plan to make sure you're solving for the customer both pre- and post-sale
- 3 Audit your content to determine how well it answers peoples questions and helps solve their problems

RESOURCES

- 1 3 Ways to Delight Your Customers to Earn Their Trust
- 2 The Pillars of Delight Inbound Certification class
- 3 Buyer Persona training class

QUESTIONS?