

Succeed because your Customer Did

Marcus Andrews – HubSpot
Susan LaPlante-Dube – Precision Marketing Group

365 Days

It's been an entire year (ish) since INBOUND 16

AND A LOT HAS HAPPENED

The Fyre Festival

Failure to deliver what was
promised to customers.



The Fyre Festival

Failure to deliver what was
promised to customers.



Equifax Hacked

Failure to focus on customers,
instead
of profit.



Brian Schatz ✓

@brianschatz

Follow



WHY ARE YOU CHARGING THIRTY BUCKS
FOR A CREDIT FREEZE.

Equifax Inc. ✓ @Equifax

We're committed to updating consumers on steps taken to provide the support needed and address issues they face around this incident. (1/2)

11:38 AM - 11 Sep 2017

3,193 Retweets 7,292 Likes



235



3.2K



7.3K



United Flight

Failure to put people
over process.





Amazon lowers prices

Cuts prices at Whole Foods,
delivering on their brand
promise.



Oskar Blues Brews Water

Putting people over profit



HubSpot Sales vs. Marketing

Putting customers
over process

Right

Keep promises

Focus on customers

People > Process

VS

Wrong

Break promises

Focus on profit

Process > People



THE RIGHT THING TO DO AND GOOD FOR BUSINESS

- Keeping promises builds trust and retains customers.
- Focusing on customers over profit, creates happy customers who refer their friends.
- Putting people over process, makes your company stand out in tough times.

THE 7 CUSTOMER TENANTS

1. We obsess over opening relationships, not closing deals.
2. We align our rewards with our customers' success.
3. We prevent our process from becoming our customers' problem.
4. We admit when we make mistakes and we fix them.
5. We charge transparently and fairly, even if it loses us a deal.
6. We focus on a single customer experience, not our org chart
7. We solve for our customers, not our convenience.

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Join Us

Succeed because your Customer Did

MORE ON THIS TO COME

Right

Keep promises

Focus on customers

People > Process

VS

Wrong

Break promises

Focus on profit

Process > People

Us

Everybody Else

inbound

VS

Spam

Us

Everybody Else

inbound

VS

Spam

Let's be

the change we want to see in business

2 What Does This Mean To You?

OWN THE LTV CHAIN

Marketing



```
graph TD; Marketing[Marketing] --> Sales[Sales]; Sales --> Retention[Customer Retention];
```

Sales

Customer
Retention

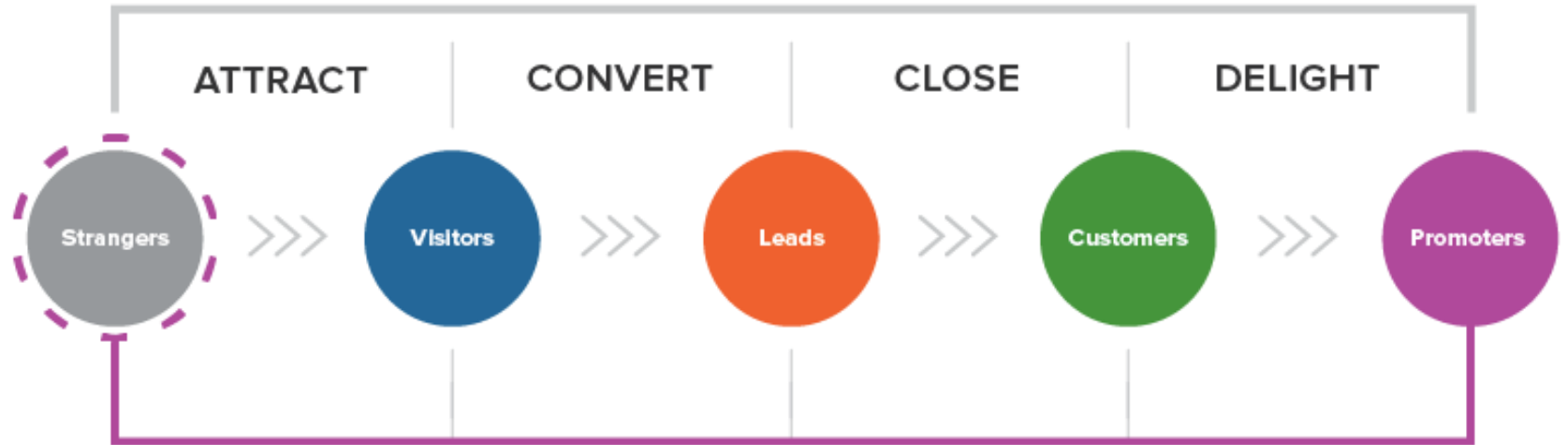
Not just for SaaS



CHANCES ARE...YOU'RE DOING THIS

1. Uncovering opportunities in client base
2. Data segmentation
3. Social monitoring
4. Content creation
5. Customer communications plans
6. Onboarding and hand-off
7. Cross-sell and upsell programs
8. Testimonial, case study, loyalty programs

LET'S REFRESH

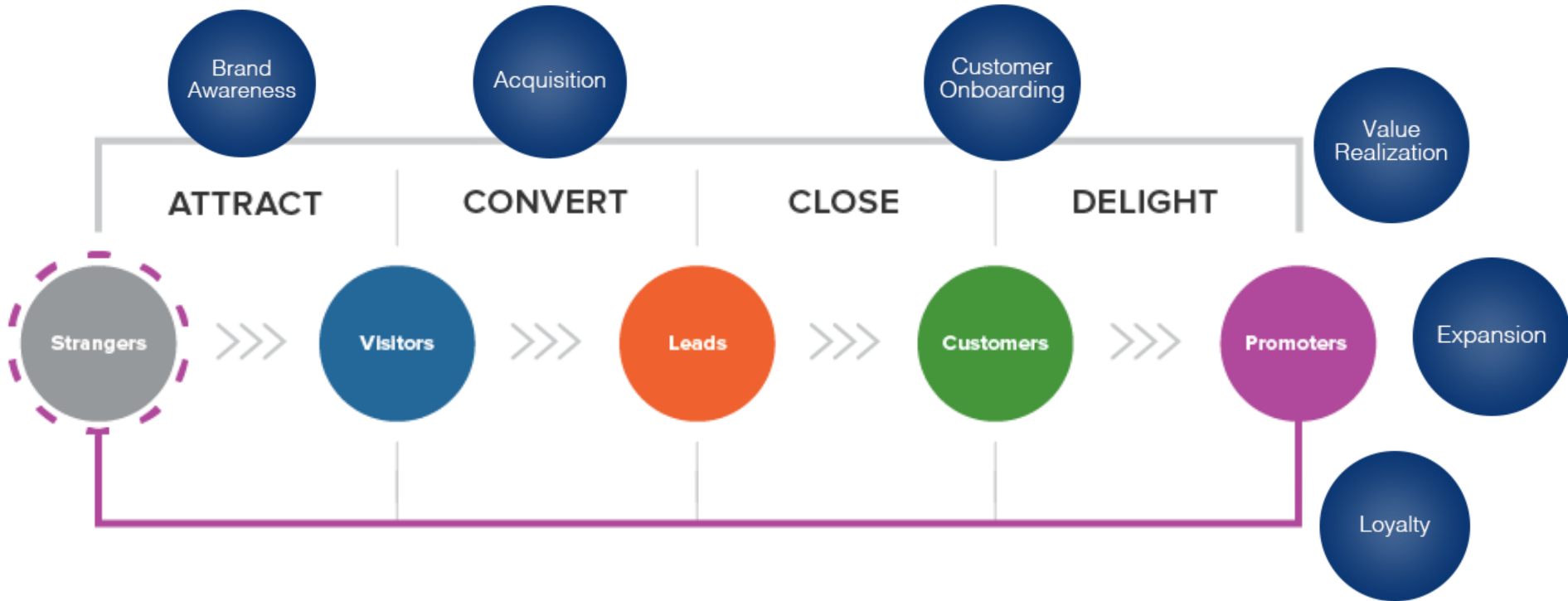


A FRAMEWORK

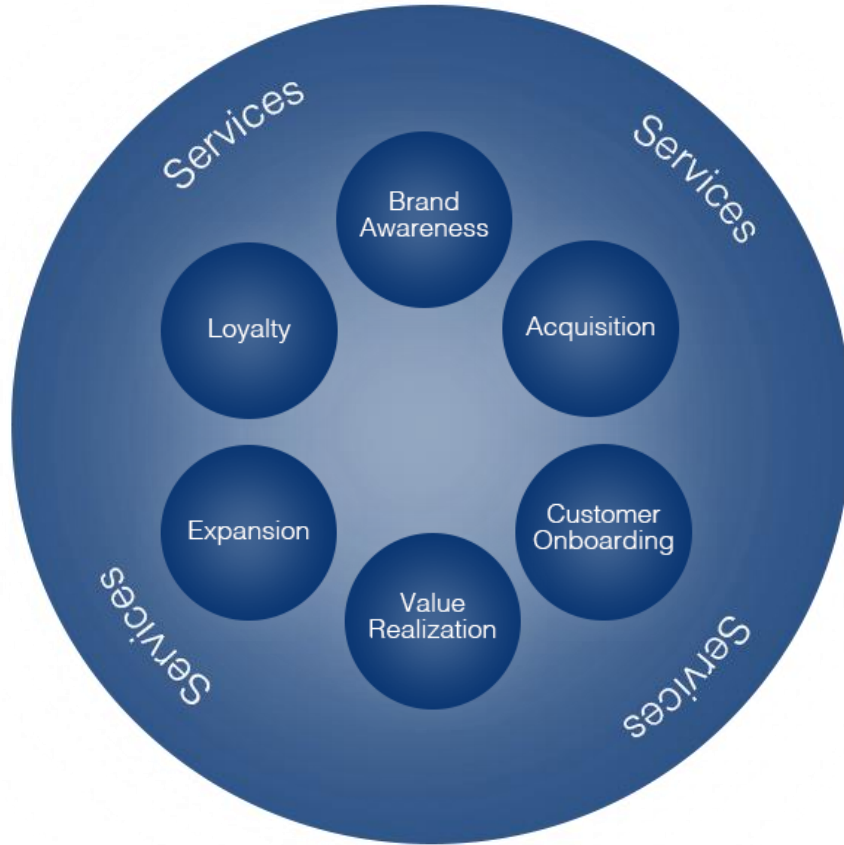
6 STAGES



LET'S APPLY



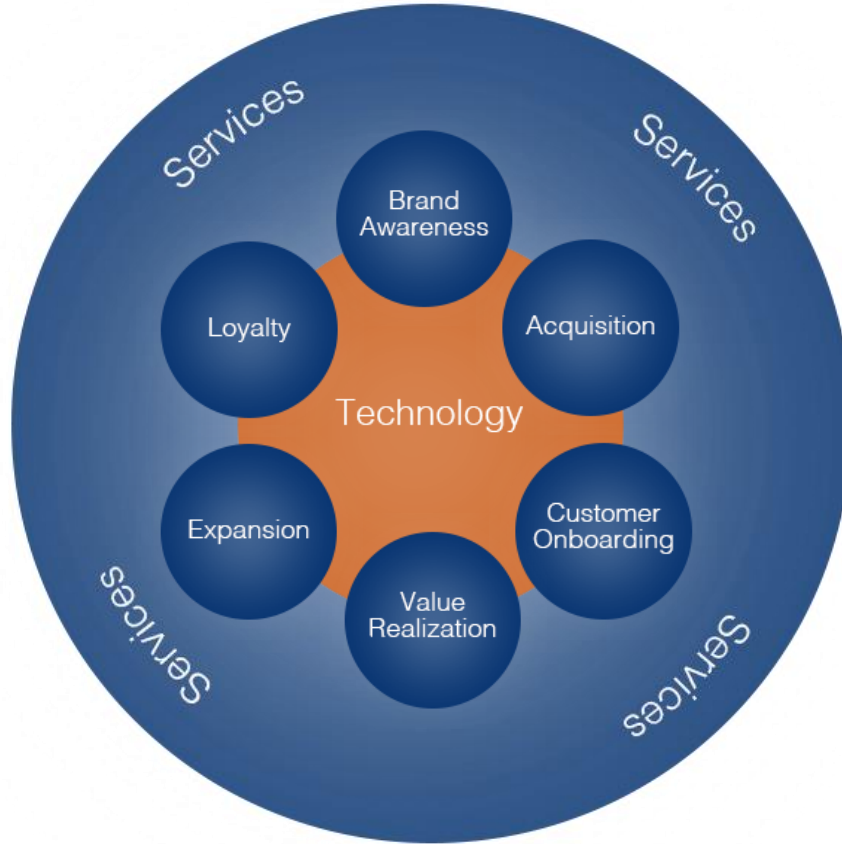
A FRAMEWORK



POTENTIAL SERVICES

1. Playbook creation
2. Client communications plan and content
3. Segmentation
4. Social engagement packages
5. Workshops
6. Customer survey development and analysis
7. Reporting
8. Outsourced success management

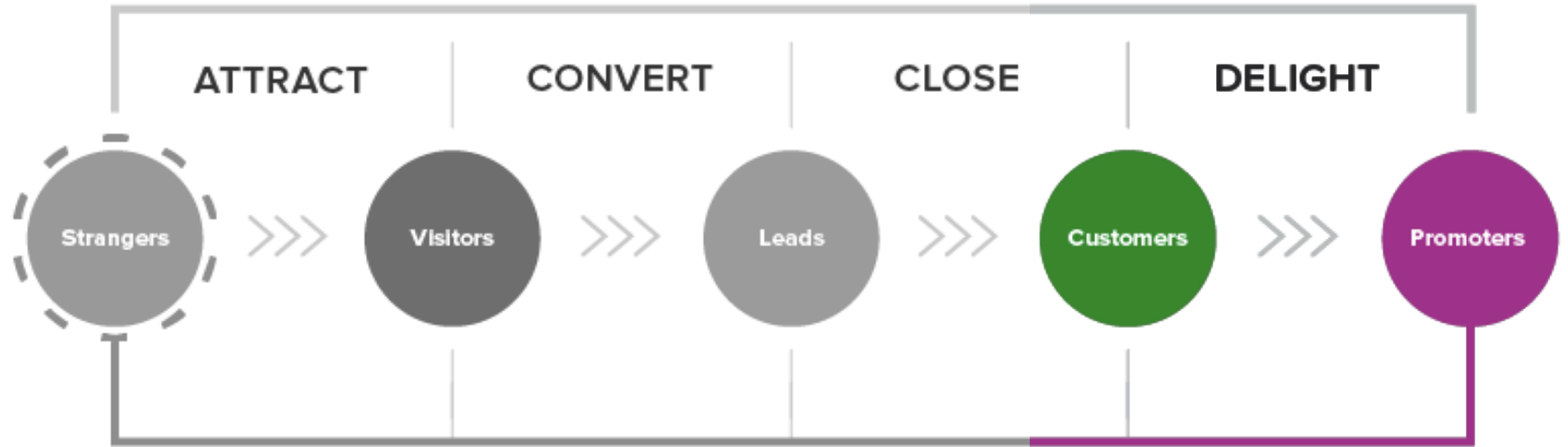
A FRAMEWORK



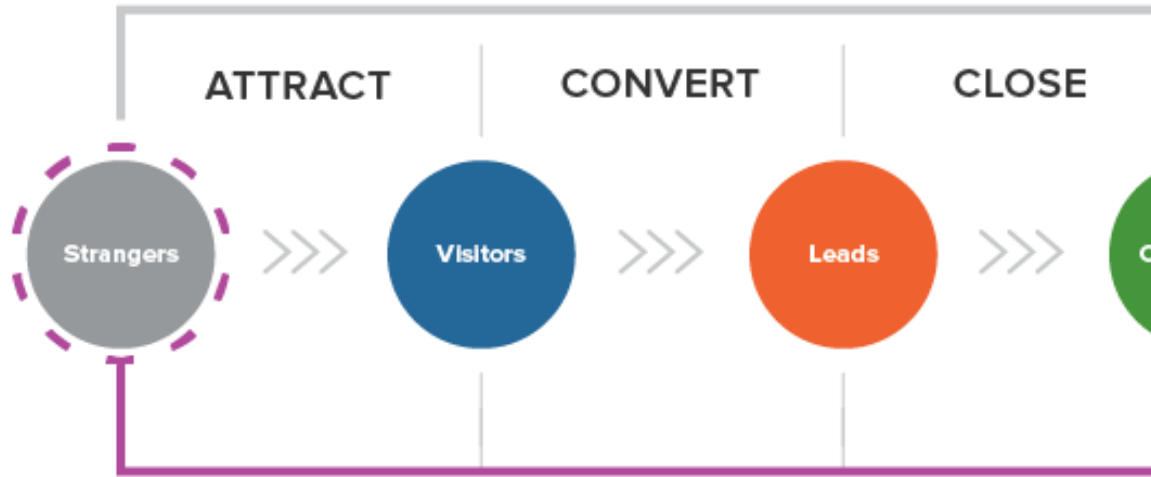
The background is a solid orange color. It features several decorative elements: a large, faint, semi-transparent circle in the top right corner; a smaller, solid orange circle on the left side, partially overlapping the large number '3'; and a large, faint, semi-transparent circle in the bottom left corner. The text '3 Introducing Customer Hub' is centered in the middle of the image.

3 Introducing Customer Hub

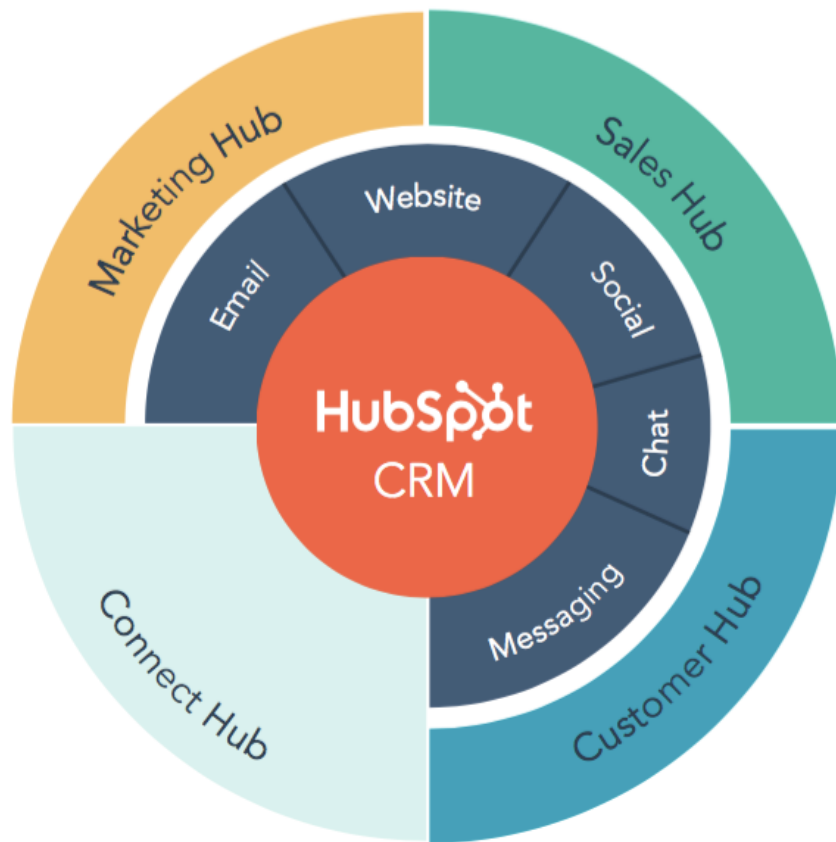
AN ENTIRELY NEW PRODUCT LINE FOCUSED ON CUSTOMERS



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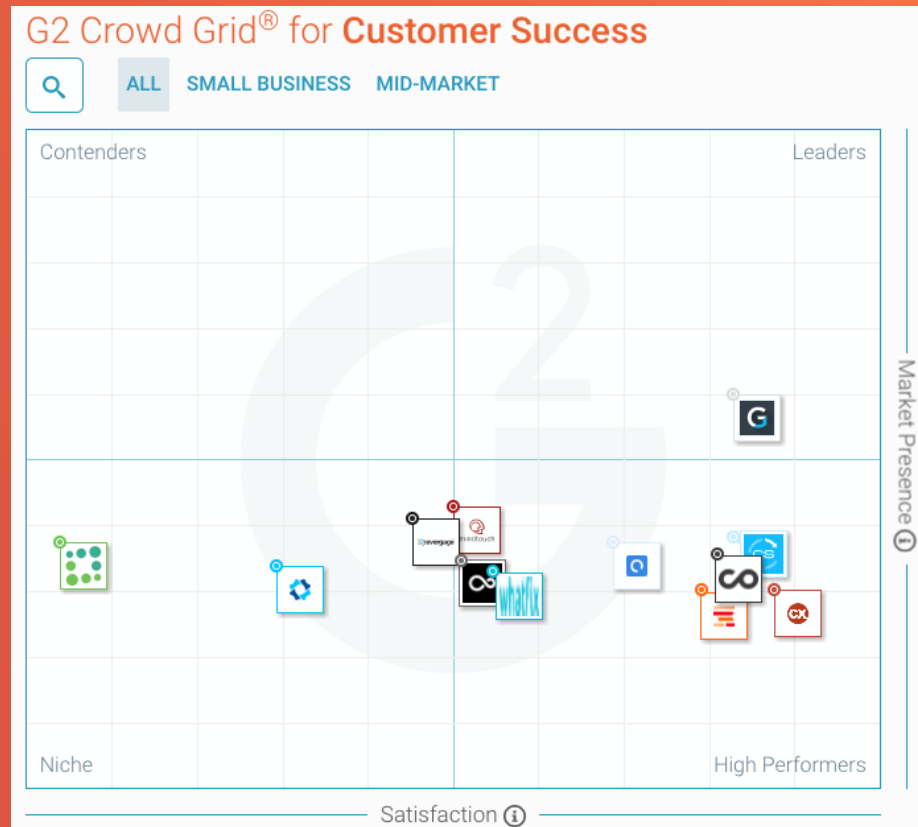
3,500,000,000

Customer Success is a
\$3.5 Billion Industry

VIA [TOTANGO.COM](https://totango.com)

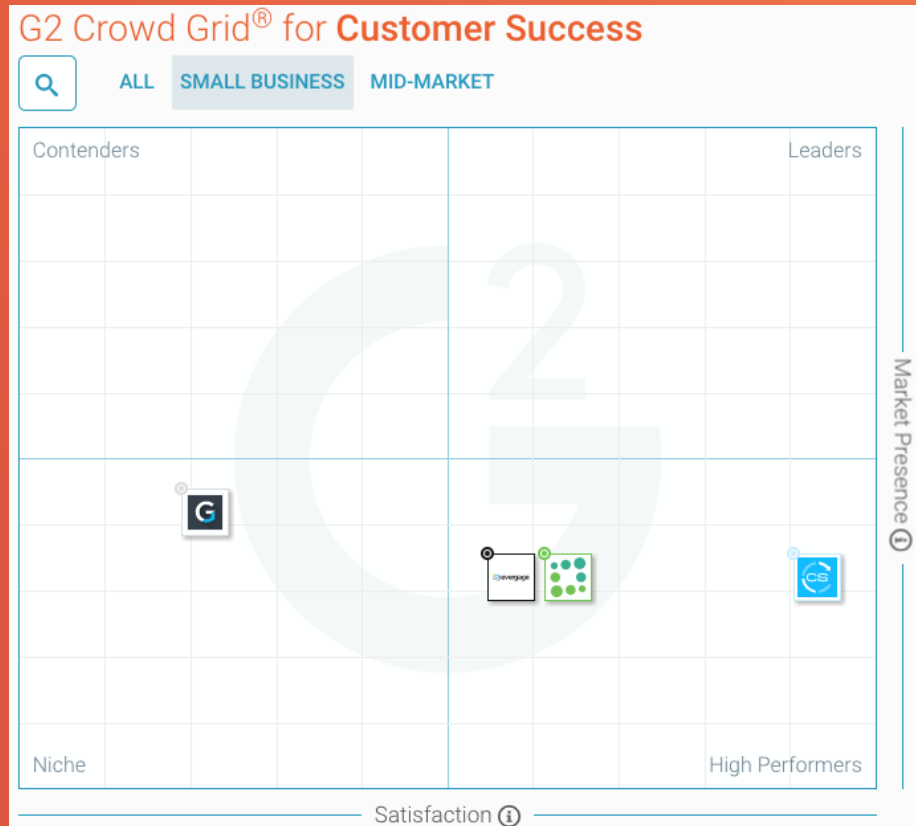
And there is no clear winner. Yet.

Let's team up to dominate customer success. Lets define this space together.



And there is no clear winner. Yet.

Let's team up to dominate customer success. Let's define this space together.



This a big opportunity.

But most importantly, Customer Hub is going to fix the current (and awful) playbook for delivering service. A playbook that hasn't adapted to meet customer's needs.



You love your customers

But keeping them happy isn't so easy anymore is it?



There's been a shift in your relationship

They're smarter

Have more options

And it's easy for them to switch



**They now have
the power, and
much higher
expectations**



Expectations the
current playbook
doesn't meet



**Your customers
are people**

**They want to be
treated like a
human**



**They want help
whenever and
however they
want it**



**They want you to
understand them
and address
issues**



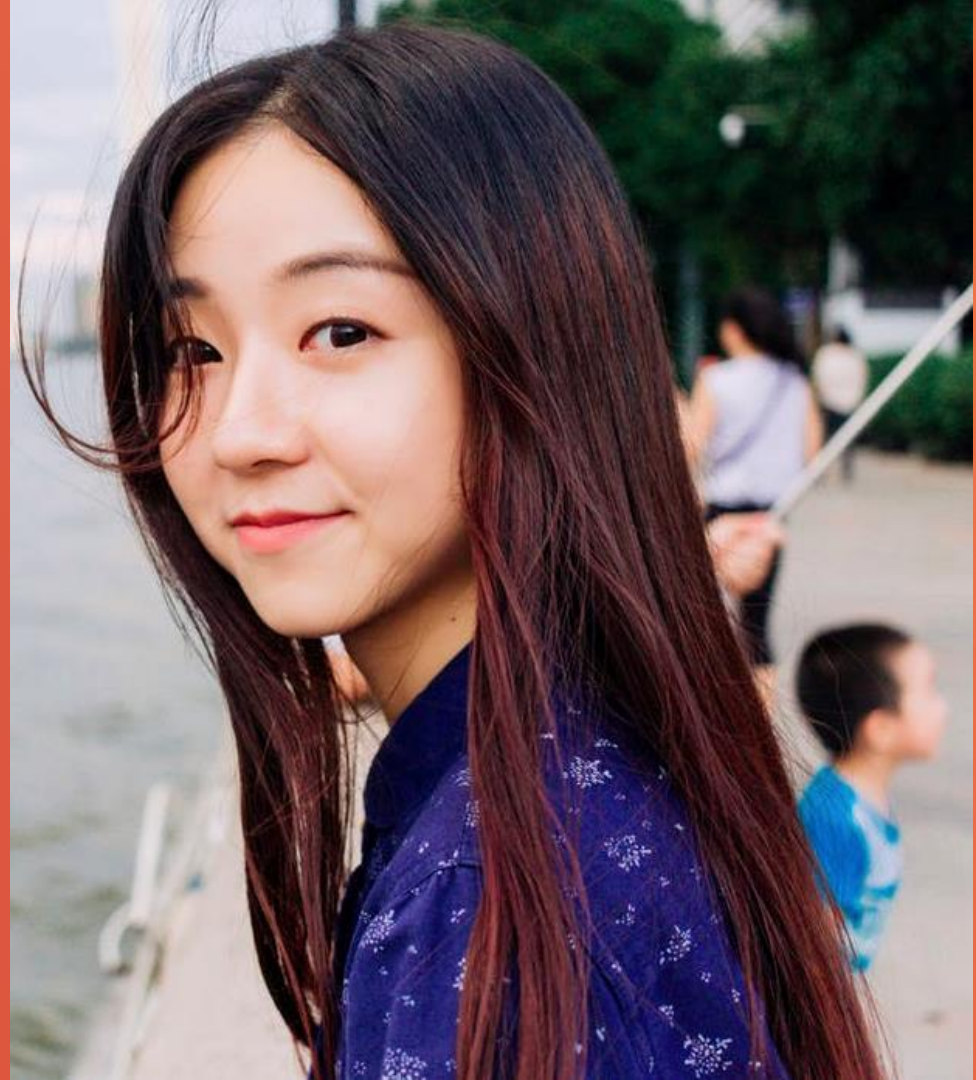
**But the goal isn't to
just keep customers**

**It's to make them
happy and successful**

**Happy customers
will grow
your business
faster than
sales and
marketing.**



**To get there we
need a new
approach to
customer success.**



**Focus on people not
process**

**Adapt to how your
customers want help.**

**Understand them and
address their needs.**



Introducing the Customer Hub

Manage and help customers, measure and improve their happiness, and grow through their success.

The screenshot displays the Customer Hub interface. The top navigation bar includes links for Home, Conversations, Contacts, Marketing, Sales, Reports, Automation, and Settings. A search bar and user profile (The Midnight Society) are also present.

The left sidebar shows a navigation menu with sections: My Inbox (32), Sales (25), Marketing (18), Customer (23), and Social (4). The Customer section is expanded, showing sub-items: Email (12), Live Chat (10), Facebook (2), and Twitter (2).

The main content area is divided into two columns. The left column lists conversations, and the right column shows a detailed view of a conversation with Johnny Appleseed.

Conversations List:

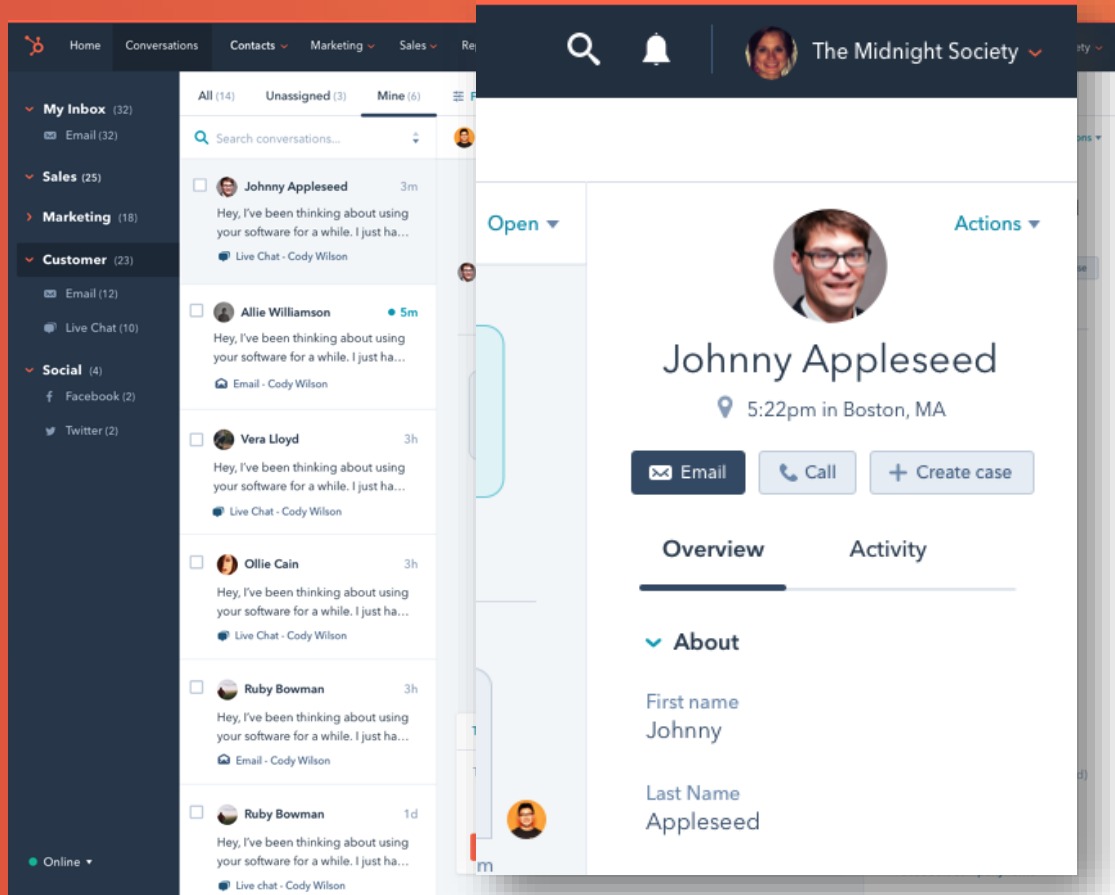
- Johnny Appleseed** (3m): Hey, I've been thinking about using your software for a while. I just ha... (Live Chat - Cody Wilson)
- Allie Williamson** (5m): Hey, I've been thinking about using your software for a while. I just ha... (Email - Cody Wilson)
- Vera Lloyd** (3h): Hey, I've been thinking about using your software for a while. I just ha... (Live Chat - Cody Wilson)
- Ollie Cain** (3h): Hey, I've been thinking about using your software for a while. I just ha... (Live Chat - Cody Wilson)
- Ruby Bowman** (3h): Hey, I've been thinking about using your software for a while. I just ha... (Email - Cody Wilson)
- Ruby Bowman** (1d): Hey, I've been thinking about using your software for a while. I just ha... (Live chat - Cody Wilson)

Conversation Detail View (Johnny Appleseed):

- Header:** Johnny Appleseed, 5:22pm in Boston, MA. Actions: Email, Call, Create case.
- Overview/Activity:** About, Activity.
- About:** First name: Johnny, Last Name: Appleseed, Email: jappleseed@biglytics.com, Phone Number: 978-535-4568, Twitter: thejohnny, Lifecycle Stage: Customer, Became a Lead Date: 08/18/2017 5:23 PM EDT.
- Conversation details:** Created date: July 14, 2018, 11:35am (4 days old), Channel: Facebook, Source: Facebook/companyhome.
- Message History:**
 - Johnny Appleseed (3m): Hey, I've been thinking about using your software for a while. I just have a couple of questions to see if it's the right fit for us.
 - Assigned to Cody Wilson 3m ago
 - Johnny Appleseed (3m): Hey Johnny, thanks for reaching out. Would love to set up some time to chat with you more about your needs. What's a good number to reach you at?
- Reply Form:** Templates, Snippets, Sequences, Documents, Meetings. Type your reply to Johnny... (Reply button, formatting icons).

Turn Conversations into Cases

Escalate
conversations into a
cases, that can be
managed, monitored,
and updated.



Help Customers – Help Themselves

The tools to aggregate and host articles and content that make do-it-yourself support easy.

The screenshot displays the HubSpot Academy website interface. At the top, the HubSpot logo and 'Academy' text are on the left, while navigation links for DOCUMENTATION, TRAINING, CERTIFICATIONS, PROJECTS, and COMMUNITY are on the right. A red banner below the header promotes HubSpot Training Day 2017 with a 'REGISTER NOW' button. A search bar is positioned below the banner. The main content area features a 'Quick' section with a question mark icon and a 'LOG IN TO YOUR HUBSPOT' button. The featured article is 'How to create and analyze Facebook Lead Ads in HubSpot', last updated on September 18, 2017. The article text describes Facebook's lead ads and their benefits. A table on the right indicates the article is available for Marketing (Free, Starter, Basic, Pro, Enterprise) and Sales (N/A). Related articles, including 'Lead Ads FAQ', are listed on the right side.

HubSpot Academy

DOCUMENTATION TRAINING CERTIFICATIONS PROJECTS COMMUNITY

Become a HubSpot power user — join us for HubSpot Training Day 2017. REGISTER NOW

Search HubSpot resources...

Quick

ANSWERS

LOG IN TO YOUR HUBSPOT

How to create and analyze Facebook Lead Ads in HubSpot

Last updated: September 18, 2017

Facebook's lead ads allow potential customers to sign up for your offers and give you accurate contact information that you can use to follow up. When someone clicks on your lead ad, they'll see a form that's auto-filled with info they've shared with Facebook, like their name, number, and/or email. Lead ad forms are mobile friendly and require less typing for your potential

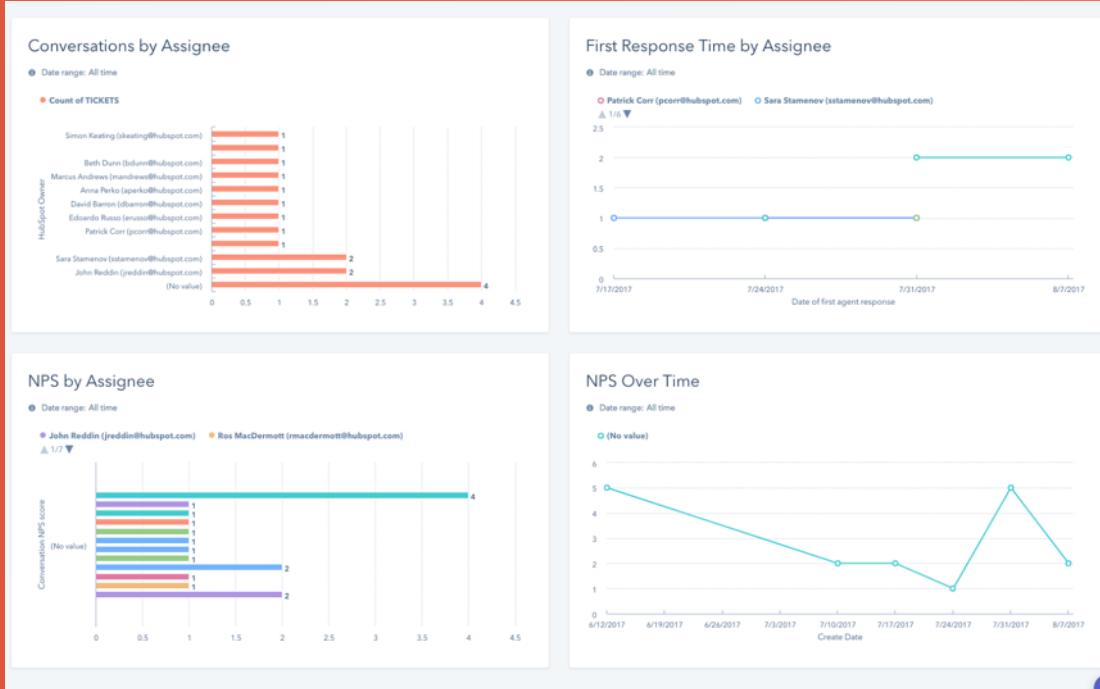
AVAILABLE FOR:	
Marketing:	Free, Starter, Basic, Pro, Enterprise
Sales:	N/A

Related articles

- Lead Ads FAQ

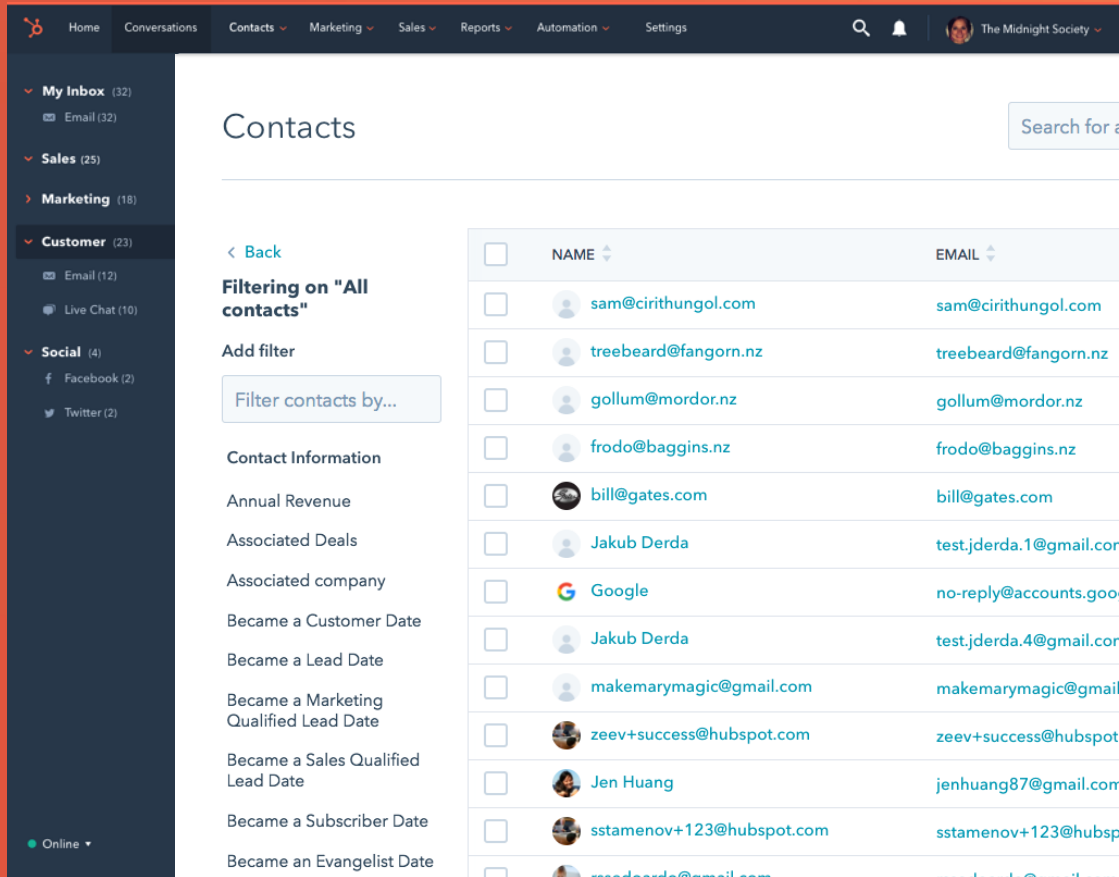
Extract Feedback and Insights

Understand and analyze how your customers feel across multiple channels.



Testimonials & Forecasting

Discover great reviews
and word of with
Testimonials.
Know which customers
are at risk with
Forecasting.



The screenshot displays a CRM application interface. The top navigation bar includes links for Home, Conversations, Contacts, Marketing, Sales, Reports, Automation, and Settings. A search bar is located on the right. The left sidebar shows a navigation menu with sections: My Inbox (32), Sales (25), Marketing (18), Customer (23), and Social (4). The main content area is titled 'Contacts' and shows a list of contacts. The list is filtered on 'All contacts'. The contact list has columns for NAME and EMAIL. The contacts listed are:

NAME	EMAIL
sam@cirithungol.com	sam@cirithungol.com
treebeard@fangorn.nz	treebeard@fangorn.nz
gollum@mordor.nz	gollum@mordor.nz
frodo@baggins.nz	frodo@baggins.nz
bill@gates.com	bill@gates.com
Jakub Derda	test.jderda.1@gmail.com
Google	no-reply@accounts.google.com
Jakub Derda	test.jderda.4@gmail.com
makemarymagic@gmail.com	makemarymagic@gmail.com
zeev+success@hubspot.com	zeev+success@hubspot.com
Jen Huang	jenhuang87@gmail.com
sstamenov+123@hubspot.com	sstamenov+123@hubspot.com
meadearda@gmail.com	meadearda@gmail.com

Let's be

the change we want to see in business

The background is a solid orange color. It features several geometric shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the top right.

THANK YOU

#INBOUNDPARTNERDAY

The background is a solid orange color with several overlapping circles of varying shades of orange. A large, semi-transparent circle is in the bottom left corner. A smaller, solid orange circle is in the middle left. In the top right corner, there are three concentric, semi-transparent orange circles. The text "Q&A" is centered in the middle of the image.

Q&A

#INBOUNDPARTNERDAY