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

It's a trap!

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.

HubSpot

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.

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.

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.

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.

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.

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.

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.

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.**

Join Us

Succeed because your Customer Did

MORE ON THIS TO COME

Right

VS

Wrong

Keep promises

Break promises

Focus on customers

Focus on profit

People > Process

Process > People

Us

inbound

VS

Everybody Else

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

↓

Sales

↓

**Customer
Retention**

HubSpot
PARTNER DAY 2017

#INBOUNDPARTNERDAY

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

ATTRACT | CONVERT | CLOSE | DELIGHT

Strangers >>> Visitors >>> Leads >>> Customers >>> Promoters

A FRAMEWORK
6 STAGES

- Brand Awareness
- Acquisition
- Customer Onboarding
- Value Realization
- Expand
- Loyalty
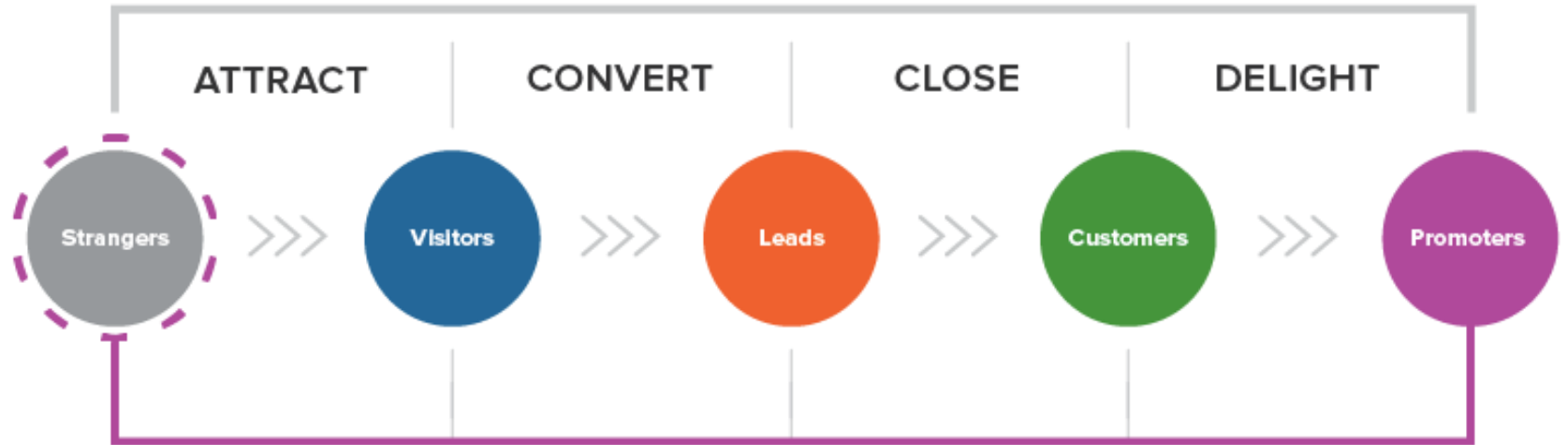
LET'S APPLY
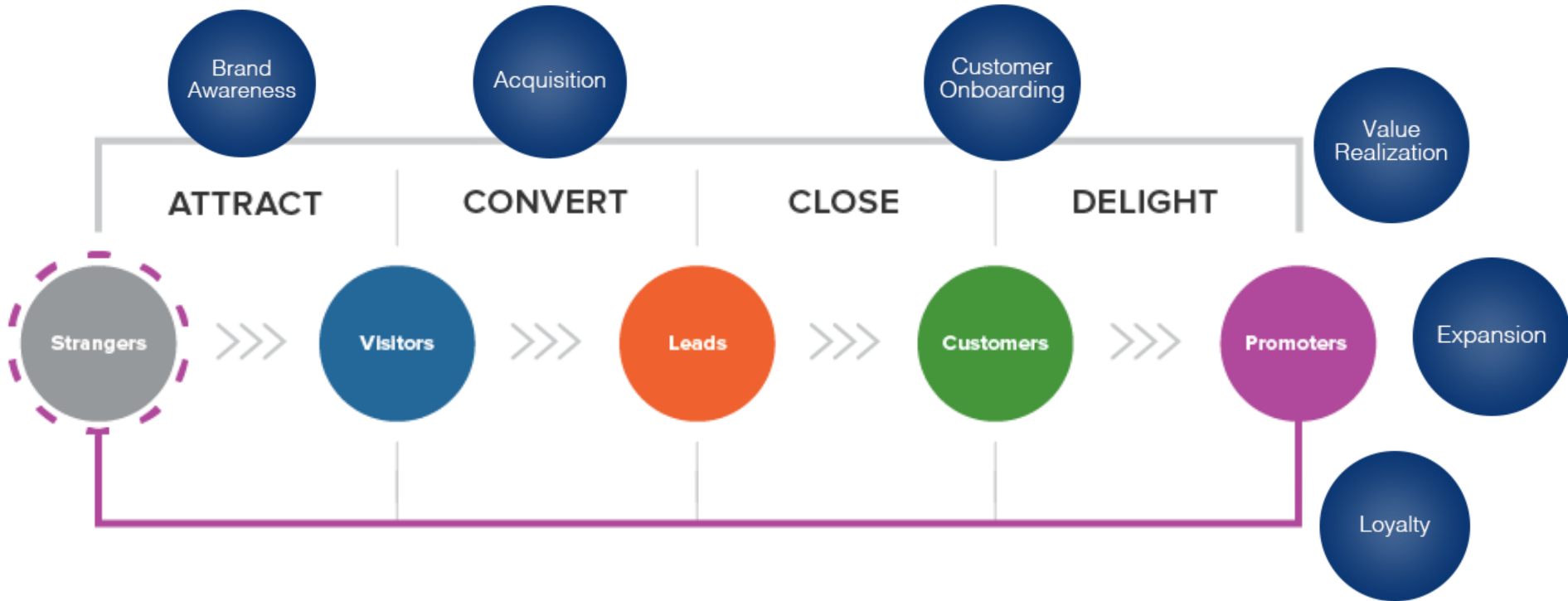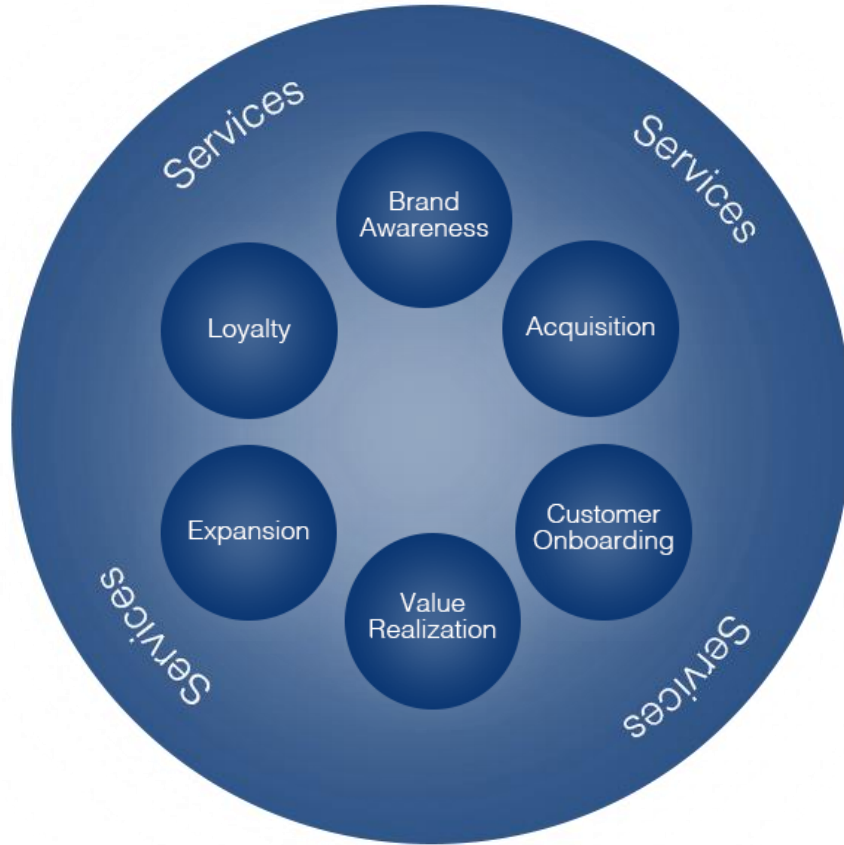
A FRAMEWORK

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
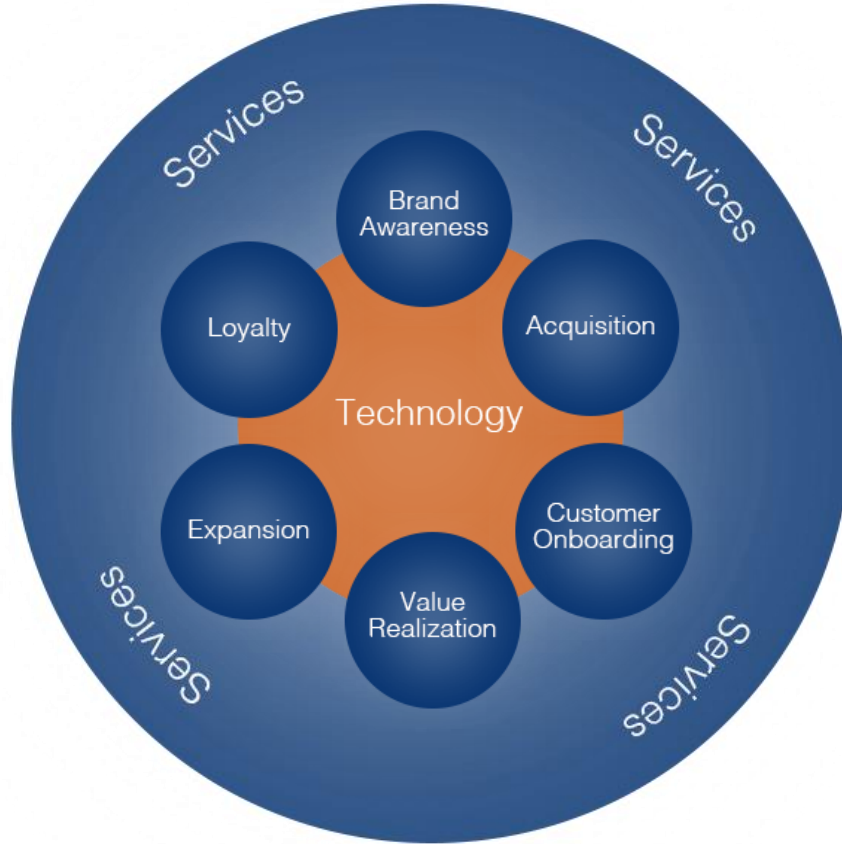
3 Introducing Customer Hub

AN ENTIRELY NEW PRODUCT LINE FOCUSED ON CUSTOMERS

ATTRACT · CONVERT · CLOSE · DELIGHT

Strangers ⟩⟩⟩ Visitors ⟩⟩⟩ Leads ⟩⟩⟩ Customers ⟩⟩⟩ Promoters
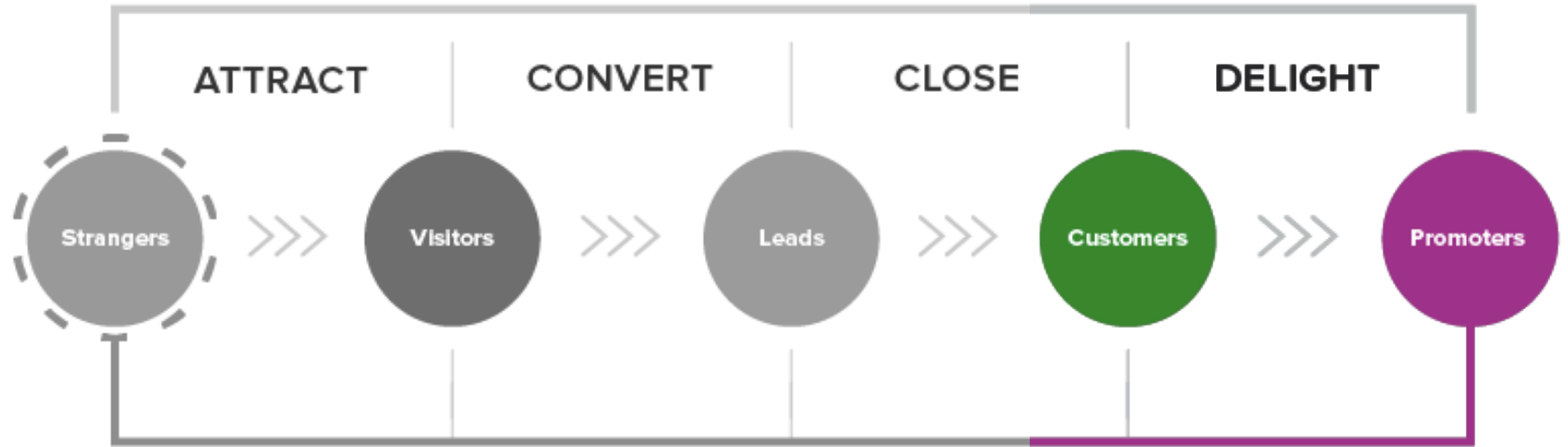
AN ENTIRELY NEW PRODUCT LINE FOCUSED ON CUSTOMERS
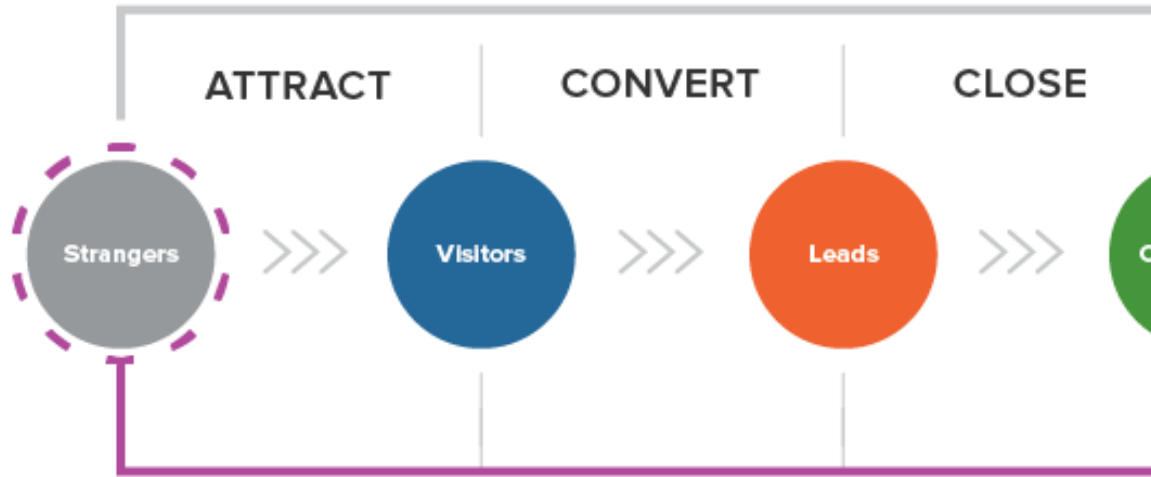
¯_(ツ)_/¯
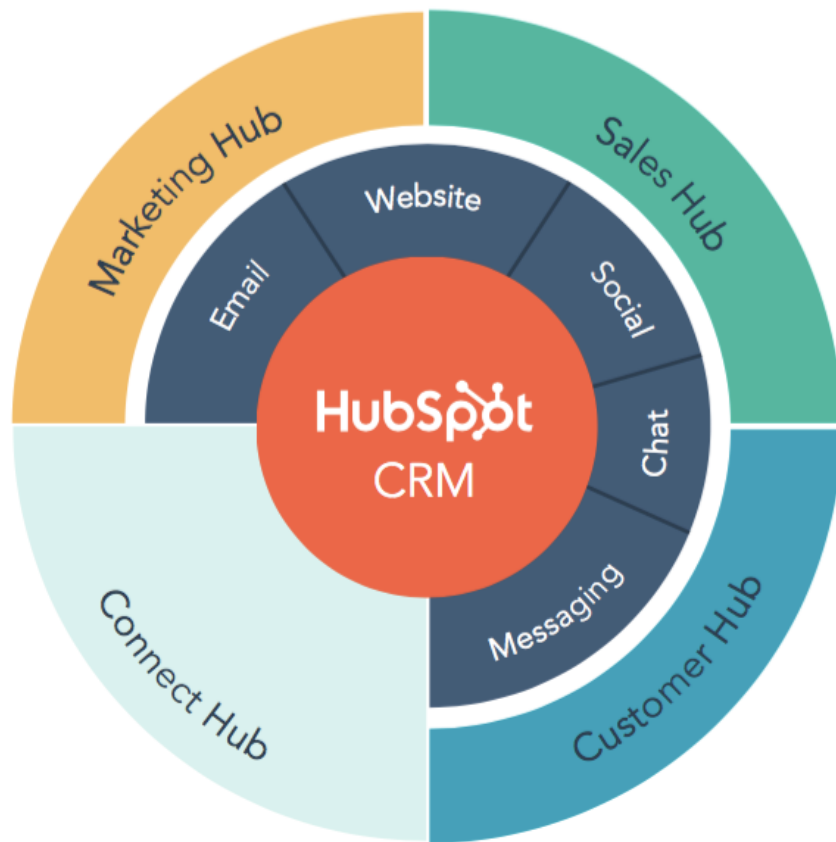
3,500,000,000

Customer Success is a $3.5 Billion Industry

And there is no clear winner. Yet.

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

G2 Crowd Grid® for **Customer Success**

ALL   SMALL BUSINESS   MID-MARKET

Contenders   Leaders

Market Presence

Niche   High Performers

Satisfaction

And there is no clear winner. Yet.

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

G2 Crowd Grid® for **Customer Success**

ALL | SMALL BUSINESS | MID-MARKET

Contenders | Leaders

Market Presence ⓘ

Niche | High Performers

Satisfaction ⓘ
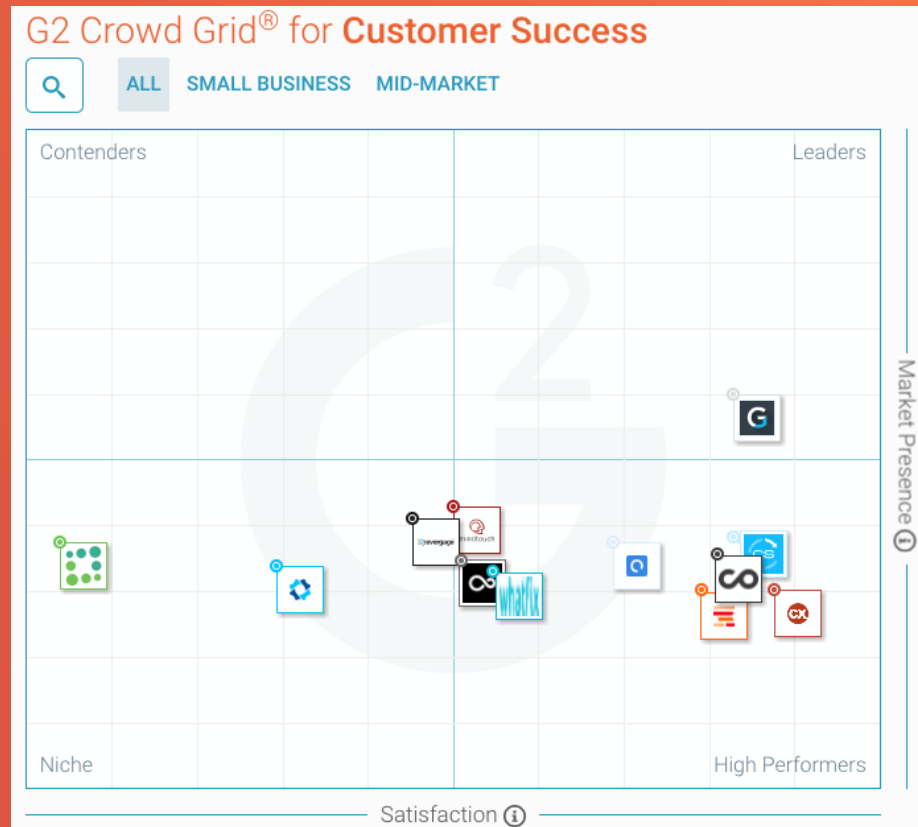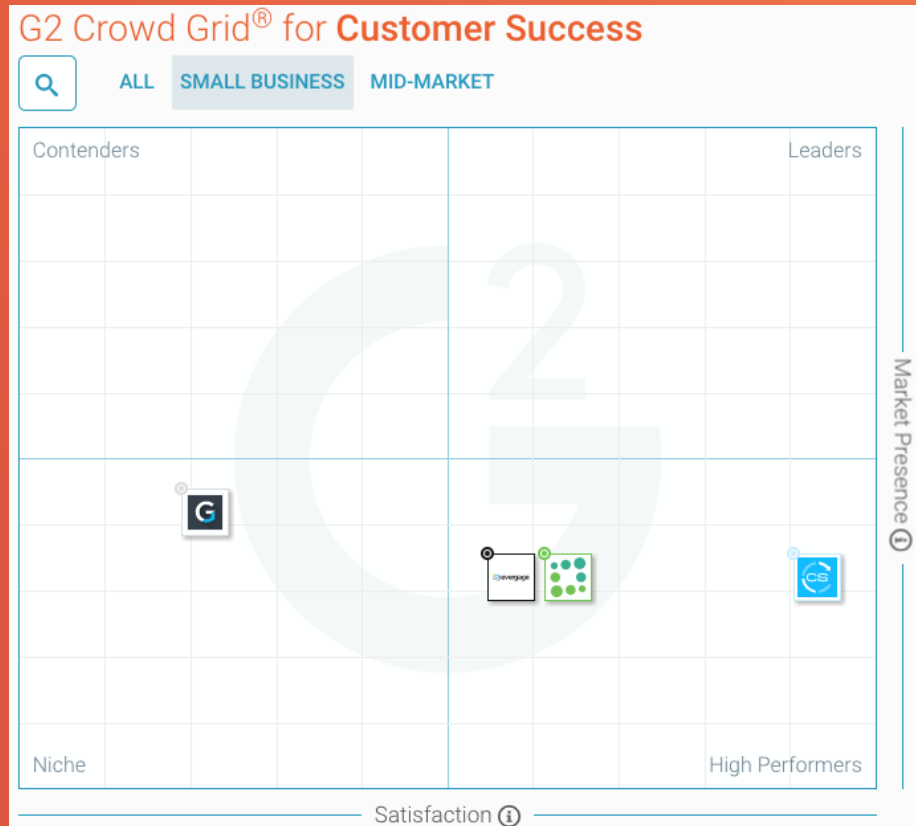
This a big opportunity.

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.
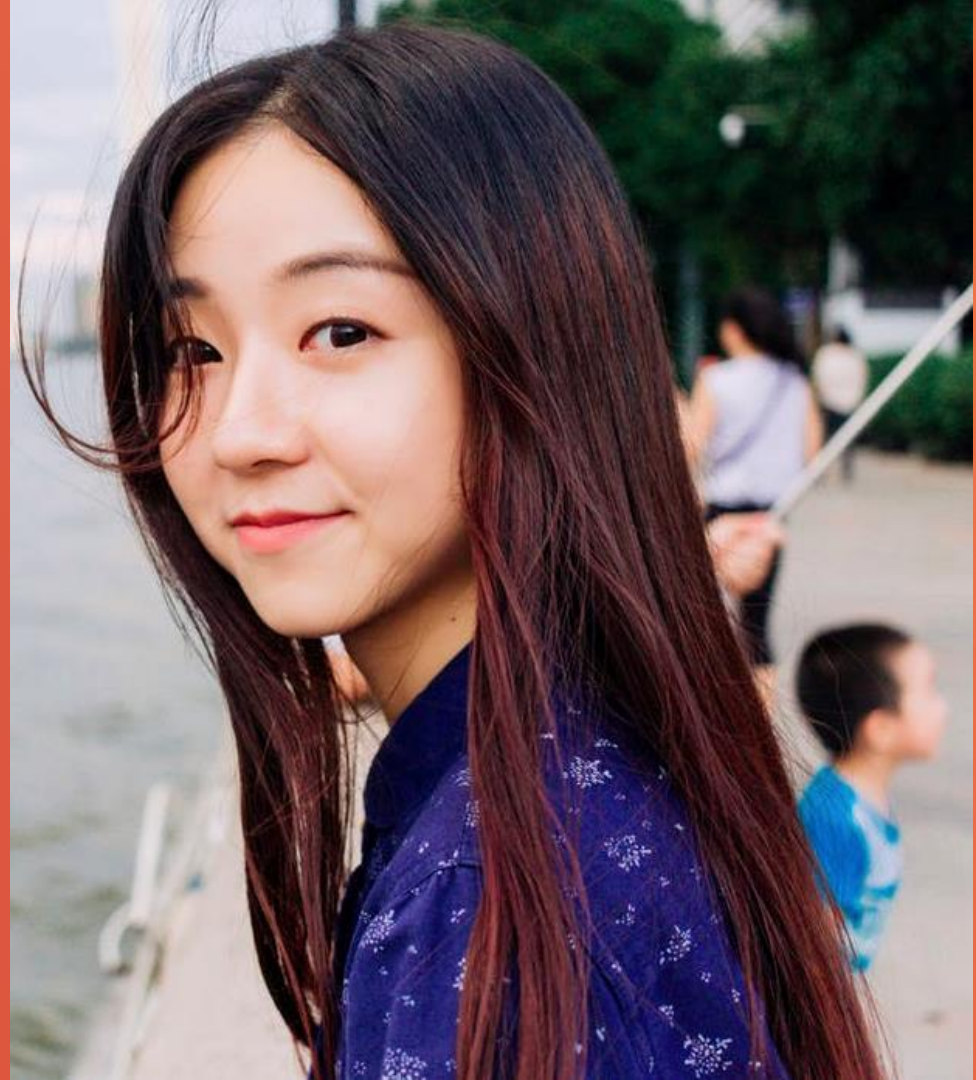
Focus on people not process

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.

Turn Conversations into Cases

Escalate conversations into a cases, that can be managed, monitored, and updated.
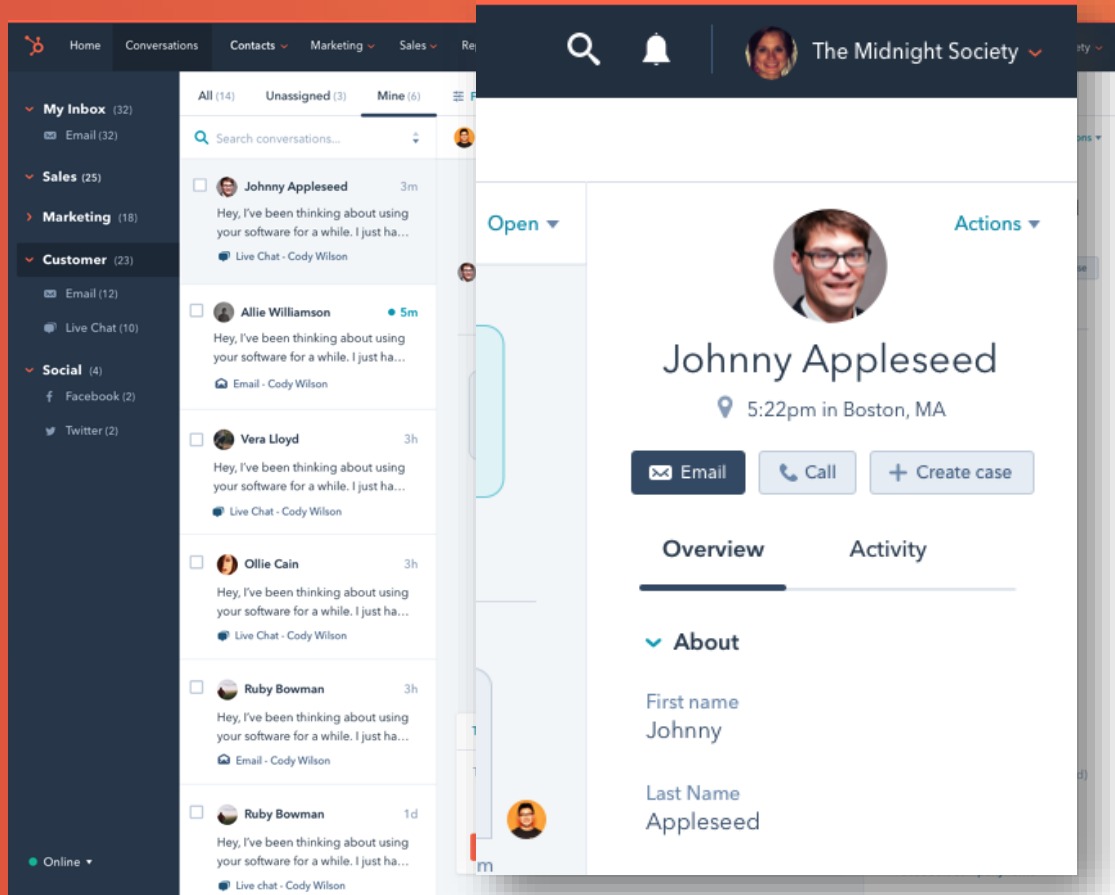
Help Customers – Help Themselves

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

Extract Feedback and Insights

Understand and analyze how your customers feel across multiple channels.

Let's be

the change we want to see in business

Q & A