



Adapt ²⁰₂₀

Keep the
Conversation
going!



#adapt2020



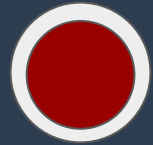
Ying Chen

GENERAL MANAGER, SERVICE HUB



Celine Kimberly

DIRECTOR OF CUSTOMER SUCCESS



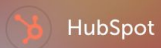
A recording will be sent out along with a link to some remote work resources following today's webinar.





Starts Tomorrow at 11:00 AM

Adapt 2020: Retaining Customers During Difficult Times



GET NOTIFIED



Q&A

Ask the speaker

Type your question



There are no questions asked yet.

Ask the first one!


Ask



Adapt 2020: Retaining Customers During ...

May 28, 2020

#Adapt2020

 Live interaction

 Agenda

 Adapt 2020 Series Page

 HubSpot User Webinar

 Customer Benchmark Data Tool

 Switch event

About Slido

Login as admin - Present mode

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ers During Difficult Times





 Q&A

Ask the speaker

 Type your question



There are no questions asked yet.

Ask the first one!

Ask

slido

User Webinar Tomorrow (link in the resources section)



Building a Customer Experience that Drives Retention

Free webinar training for HubSpot users

May 29, 2020, 11 AM ET

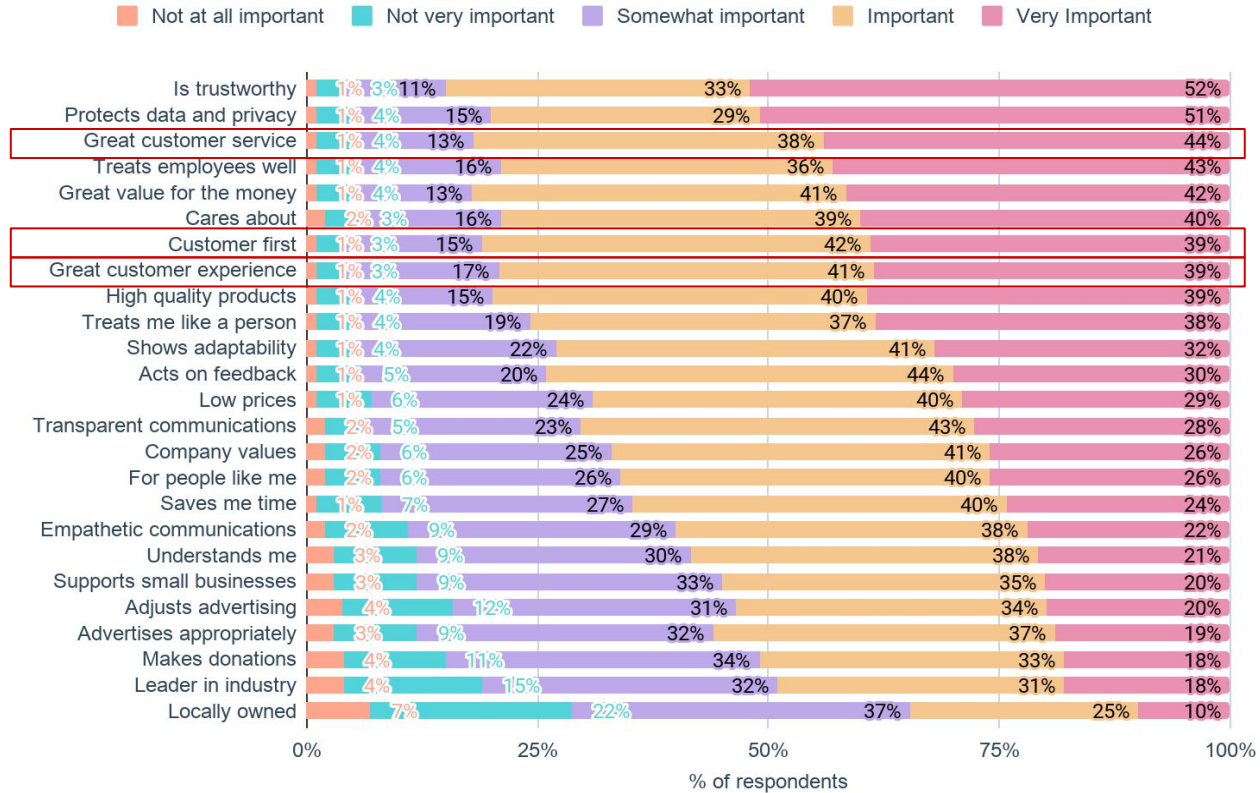
[Register](#)

TODAY'S AGENDA:

1. Empowering your customer
2. Empowering your team
3. Audience Q+A



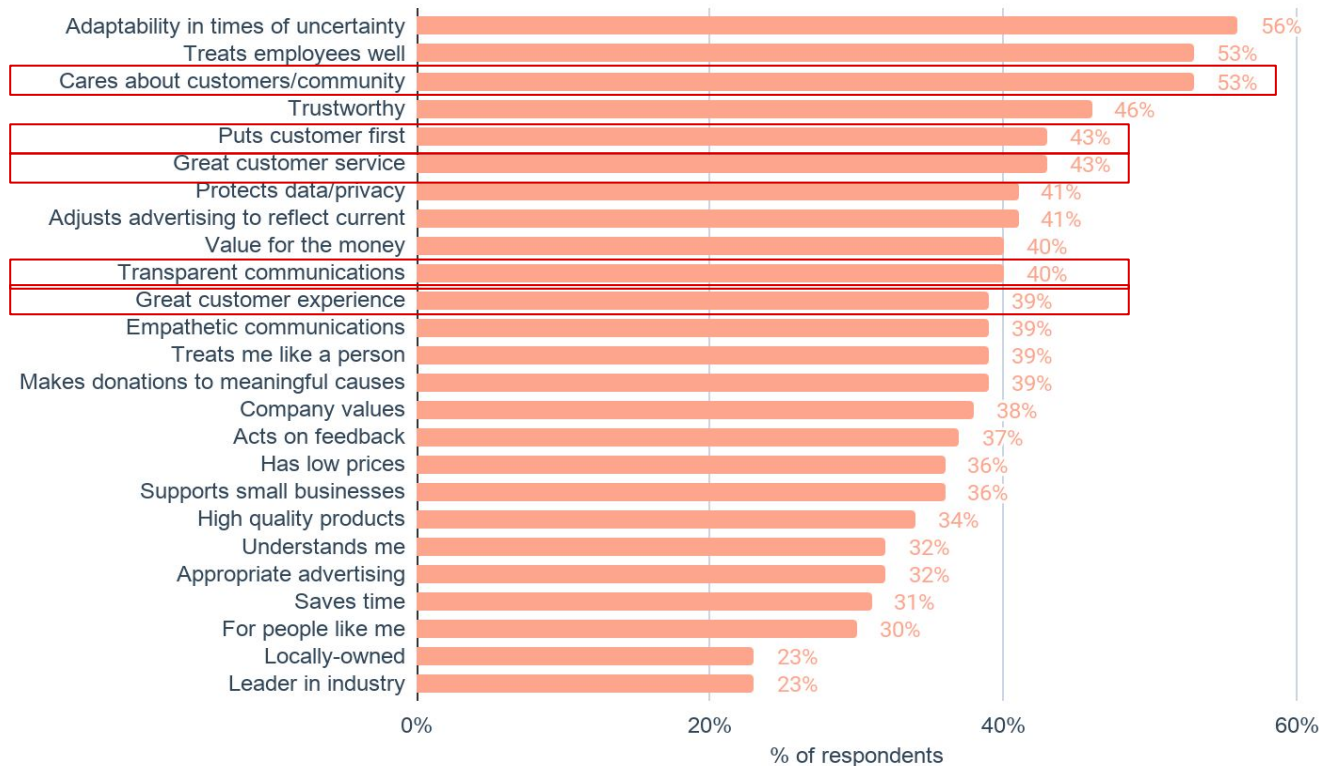
Treating Customers Well Matters



Source: HubSpot Survey, April 2020; All Respondents (n=1943): Q39 -



In a Crisis, It Matters Even More



Source: HubSpot Survey, April 2020; All Respondents (n=1943): Q40 - What impact, if any, has COVID-19 (novel coronavirus) had on the importance of each of the below for you, personally, when thinking about the companies/businesses you choose to support (e.g., buy products/services from)?



Retention is More Important Than Ever:

1. **Cost of acquiring customer:** It's 5-25X more expensive to acquire a new customer than it is to retain an existing customer.
2. **Lifetime value:** A 5% increase in customer retention can increase company revenue by 25-95%. That's a big improvement especially when new business is hard to generate.
3. **Loyalty:** Retained customers are more likely to chose your business over others or to come back and spend once the economic crisis improves.



An abstract graphic on the left side of the slide. It features a large teal circle at the bottom left, a smaller orange circle above it, and a larger yellow circle to the right. A white triangle points from the left towards the yellow circle. The background is a gradient from pink to orange.

EMPOWERING YOUR
CUSTOMER



Be Where Your
Customers Are



Frictionless Self
Service & Assisted
Experiences



Manage Expectations



Be Where Your Customers
Are

Be Where Your Customers Are

Your list of available channels is shifting - and fast

Storefront
In-home Visits
Office Visit

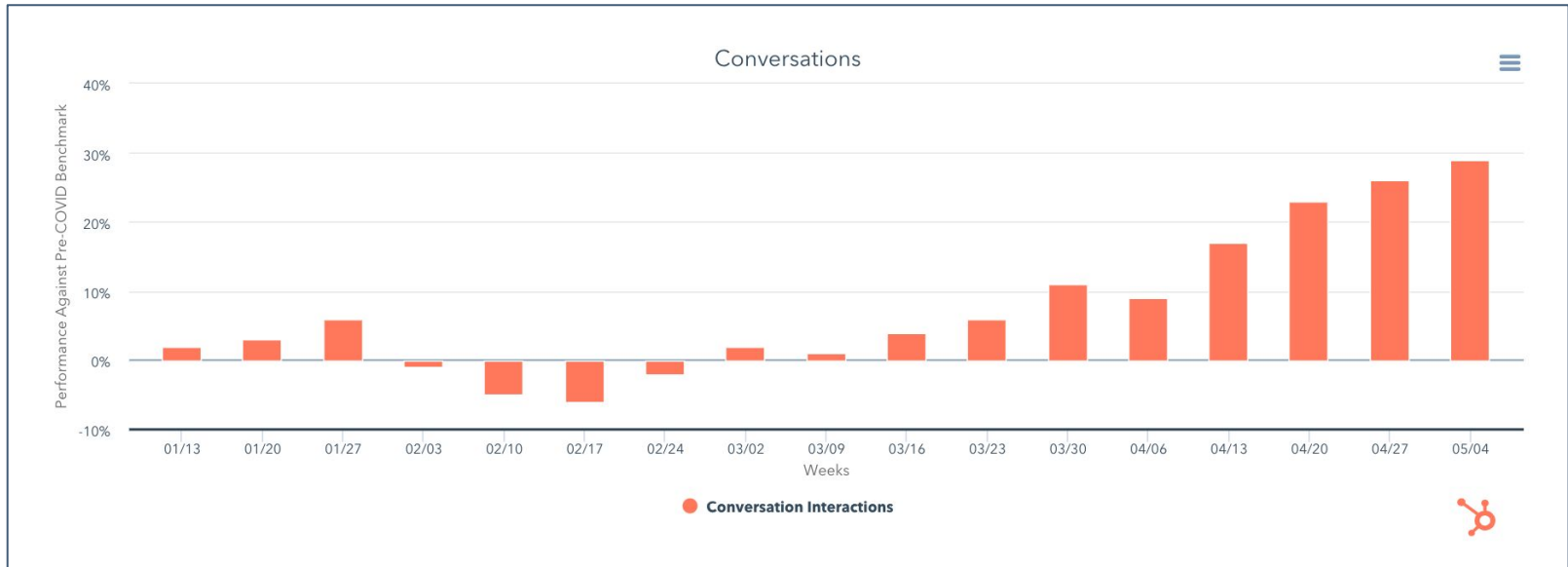


Chat
Email
Phone
Video Calls
Review Sites
Website
Community
Knowledgebase
Social Media



Be Where Your Customers Are

Prioritize new channels for support: chat

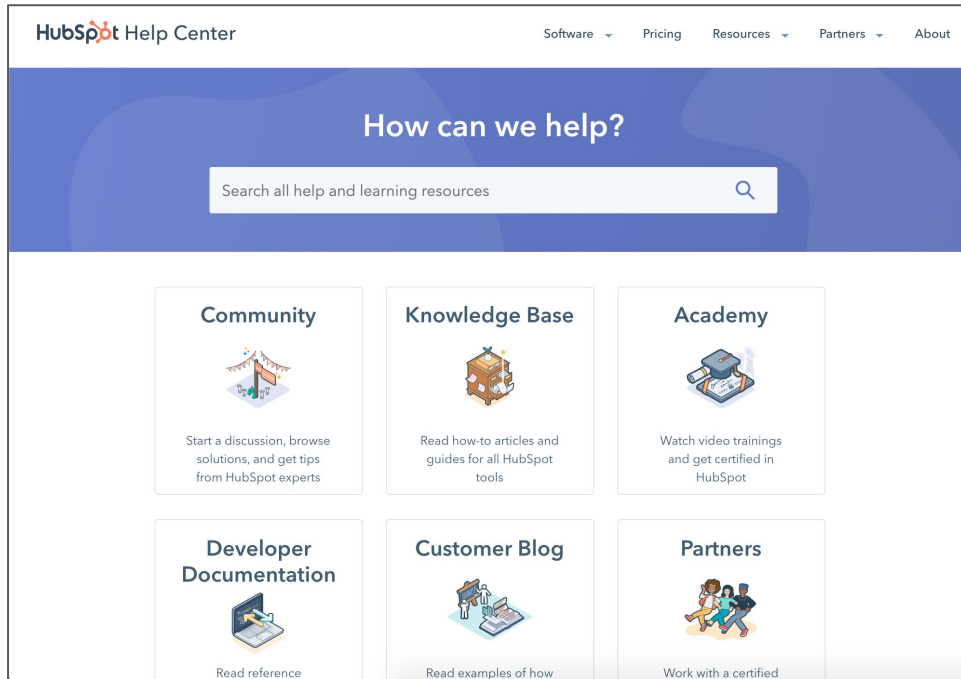


On-site chat volume has increased 29% since pre-covid averages and seems to still be on the rise



Be Where Your Customers Are

Prioritize new channels for support: knowledge-base



Lighten the load for chat, email, and phone support by making as many answers available as possible in self-serve form. Source material from:

- Customer success call, email, or chat logs
- Customer success training
- Community-generated content
- Sales conversations



Be Where Your Customers Are

One channel should not block access to others

The image shows two screenshots illustrating a customer support channel. On the left is a desktop view of a HubSpot Knowledge Base article titled "HubSpot billing and payment | Frequently Asked Questions". The article includes a table of contents with sections for "Billing and payment questions" and "Account and subscription questions". Below the article is a "Help" button. On the right is a mobile chat interface for a user named "Hey Juliana". The chat window has a search bar and lists "Top searches for this page" including "HubSpot billing and payment | Frequently Asked Questions", "Change your billing information", and "Pay your invoice with a credit card". Below this, there is a "Support" section with options like "Get Ops Help", "Ask the community", "View your support inbox", and "Contact support". An arrow points from the "Help" button in the article to the chat interface, suggesting that the chat provides an alternative path to the content.

HubSpot Knowledge Base

Help Center Documentation Training Community Blogs

Knowledge Base > Account & Setup > Billing > HubSpot billing and payment | Frequ...

HubSpot billing and payment | Frequently Asked Questions

Last updated: May 1, 2020

Find answers to common questions about billing information in your account.

Billing and payment questions

Where do I find my invoices and payment receipts?

At the start of your billing cycle each month, you'll receive an invoice in your account. If your contract is established on invoicing terms, an email with your invoice information will also be sent to the **billing contact** of your account. Upon making a payment, a receipt will be sent to the **billing administrator** of your account.

You can also view your invoices and receipts within your HubSpot account. Learn more

Table of contents

- Billing and payment questions
- Account and subscription questions

Hey Juliana
let's find you an answer

Search the knowledge base

Top searches for this page

- HubSpot billing and payment | Frequently Asked Questions
- Change your billing information
- Pay your invoice with a credit card

Support

- Get Ops Help
- Ask the community
- View your support inbox
- Contact support

Help

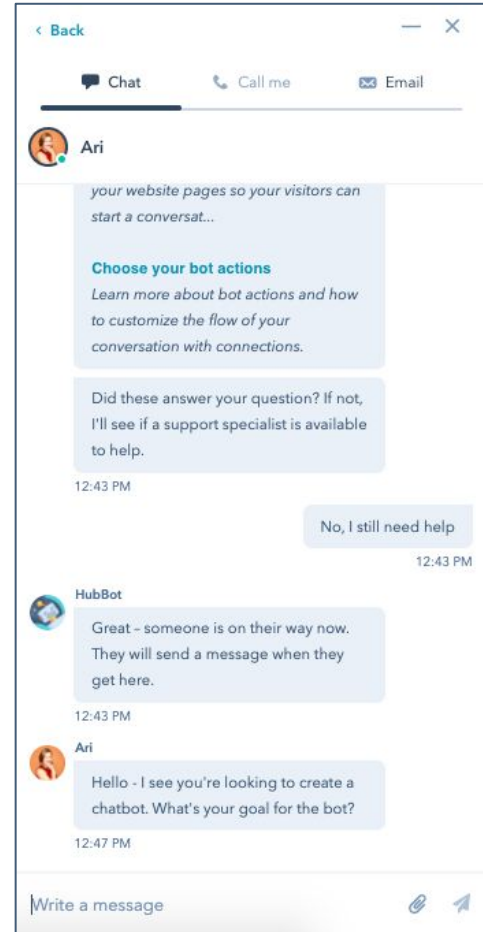
When one channel doesn't have the right answer - provide people another option.



Be Where Your Customers Are

Sometimes, you need more than a bot

At HubSpot, our current experiments show that 91% of our conversations with customer support bots end up with a human to human interaction.



Frictionless Self Service and Assisted Experiences

Frictionless experience between self vs. assisted

Organization need to nail these 3 questions:

1. What are the common needs that can and “should” be addressed via self service
2. Where are possible dead ends between self vs. assisted. For example, do you have chatbots that traps the user in the channel rather than connect to live chat?
3. How frictionless is the transition from self to assisted at the moment?



Manage Expectations

Manage Expectations

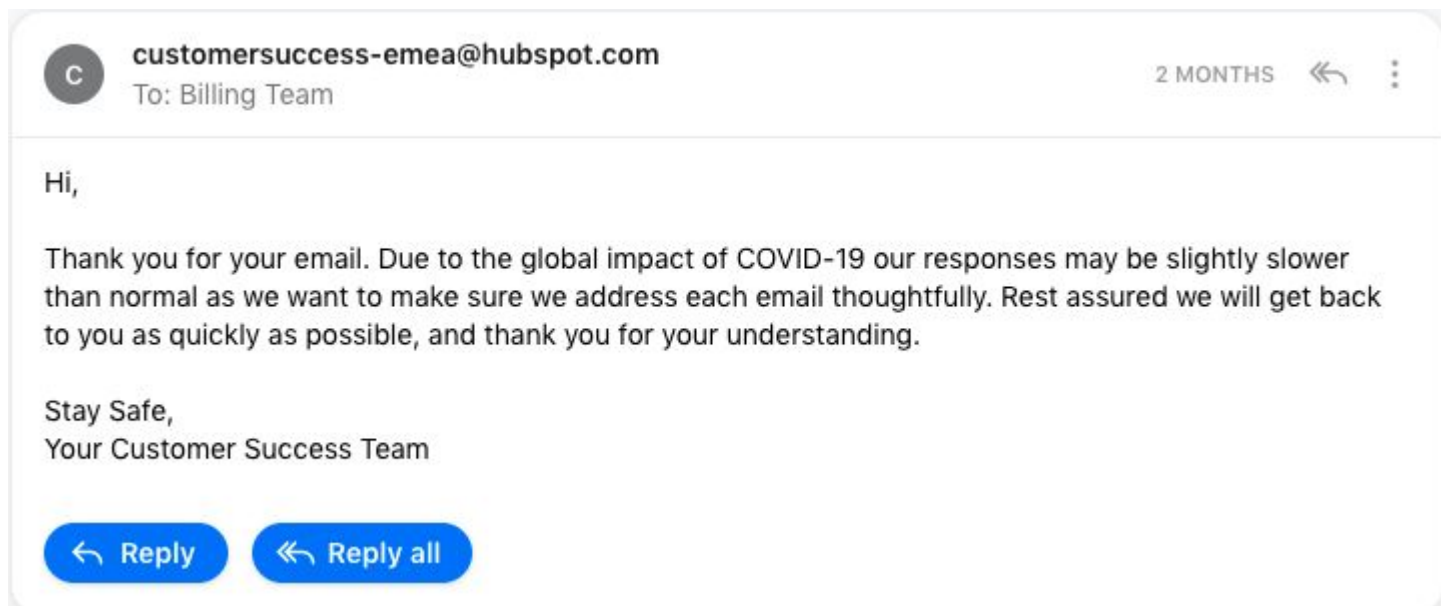
People should not have to guess:

1. How long will it take to talk to someone?
2. Are there alternate channels of communication?
3. What type of requests can be accomodated?
4. Is there any documentation they can reference first?



Manage Expectations

A wait is ok, a wait without warning is not



Manage Expectations

Help people understand their options

Contact Support

Support options are based on your [product plan](#).





- CRM **Free** accounts are supported by the [Community](#).
- All **Starter** accounts are supported by the above + [email and chat](#).
- All **Professional** and **Enterprise** accounts are supported by the above + phone. [Log into your account](#) to request a call or contact us directly:

Select your country

United States

1-888-HUBSPOT x3 (1-888-482-7768 x3)

Please note that not all phone carriers allow toll-free dialing.

| | Free | Starter | Professional | Enterprise |
|--|------|---------|--------------|------------|
|  Community | ✓ | ✓ | ✓ | ✓ |
|  Email | | ✓ | ✓ | ✓ |
|  Chat | | ✓ | ✓ | ✓ |
|  Phone | | | ✓ | ✓ |

If you have multiple HubSpot products, your support options are based on your highest subscription. Learn more about [getting help with HubSpot](#).



Manage Expectations

Be transparent to your customers about what you can accommodate

Actions We're Taking

Adding free tools: Businesses of all types and sizes are in a position of having to move whole portions of their businesses adapt, we're making our paid Meeting and 1:1 Video creation tools completely free. We'll activate it as soon as they are live — you'll receive this functionality.

Removing limits: At this time of change, businesses are in contact with their customers and stay connected to the next 90 days, we're suspending marketing email Professional and Enterprise customers, and increasing minutes/month for Starter and Professional customers. Hub.

Reducing prices: To support small businesses through these times, we're reducing the cost of our Starter Growth Suite from \$50 USD/month. For 12 months from purchase of this Starter Growth Suite customers will have access to the best services software at the reduced price. This change will be rolled out in the coming weeks.

Community Programs and Guides

In these times, it can be helpful to connect to others and learn from each other. In addition to the policy changes laid out above, HubSpot has put together a series of programs and guides. We've brought together a group of community educators, community managers, and creators to develop a series of guided programs for this new era in business.

- **Virtual Events:** Over the coming weeks, you'll be able to join virtual events and HubSpot user groups where you'll be able to talk with HubSpot employees, industry experts, and, most importantly, one another.
- **Online Community:** Connect with other members of the HubSpot Community right now.
- **Relevant Content:** We are also releasing a series of content examining current times and giving guides for how to rapidly evolve your go-to-market strategy, starting with the most urgent need many of you have which is [operating effectively from your homes](#) instead of a central office.

Please, We Want to Hear From You

What we've just laid out is a start — our start — for how to help keep businesses moving and growing. But we know that every business' circumstances are different, and we want to know more about the challenges facing *you*.

Please share your questions, feedback, and suggestions with us by replying to this email. (We will read every single one of your emails).

We wish you the best and look forward to better times.

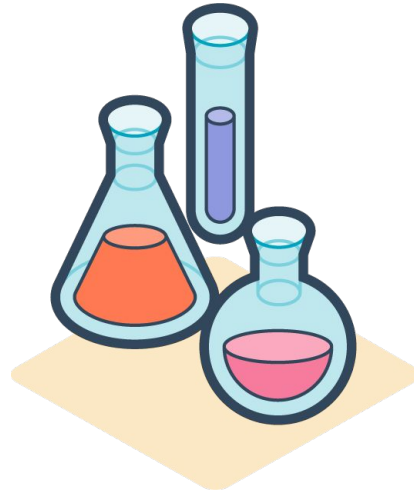
Sincerely,
Brian Halligan & Dharmesh Shah

An abstract graphic on the left side of the slide. It features a large teal circle at the bottom left, a smaller orange circle at the top left, and a larger yellow circle in the center. A white triangle points from the left towards the yellow circle. The background is a gradient from pink on the left to orange on the right.

EMPOWERING YOUR TEAM



Remove Barriers



Foster Creativity



Provide Data



Remove Barriers

Remove Barriers

There's nothing worse than...

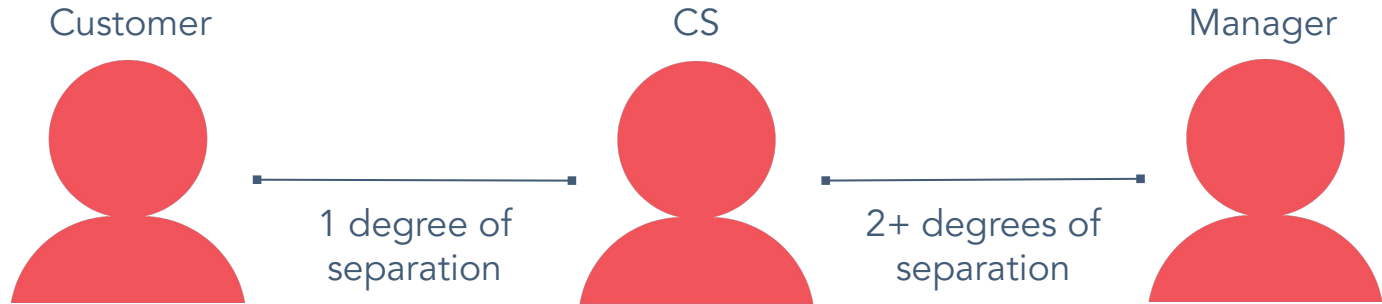
I was supposed to get a 15% discount and it was never applied to my account.

Unfortunately, my manager is the only person who can update discounting - let me talk to her when she's in tomorrow.

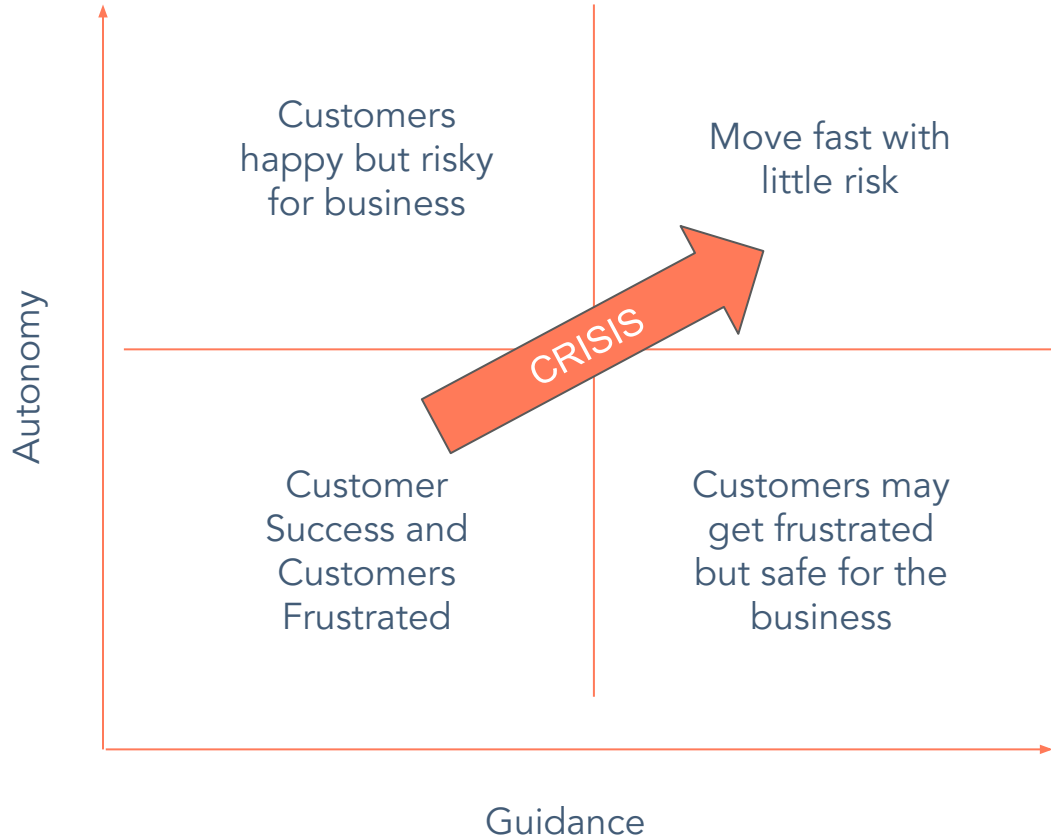


Remove Barriers

Who knows your customer best?

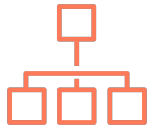






Remove Barriers

3 Key Strategies to Help our Teams Move Faster



Guide & flowcharts to guide CS on options



Weekly stand-ups for managers



Streamlined approval processes

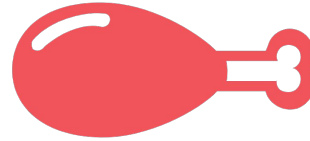
A HubSpot customer
success story from not too
long ago...



Foster Creativity

Foster Creativity

Have an *a-la-carte* menu of customer retention tools



Discounting



Downgraded
Package



Delayed
Payments



Foster Creativity

Let your team and customers propose solutions

Consider Implementing:

- Customer Success weekly stand-ups
- A way to flag and forward relevant feedback more quickly within current systems
- A “Voice of the Customer” program
- Customer Roadblocks program
- Regular customer NPS surveys
- Slack channels with marketing, CS, and leadership



Foster Creativity

Use education as a tool to quell panic - example (this series!)

Watch this week's remote work themed webinar featuring Slack, Trello, and LinkedIn! [Watch Now](#)

Adapt 2020: An Education Series

As we've heard from so many of you, the global health and economic crisis has upended businesses across every industry. We hope you'll join us as we work together to find new strategies, opportunities for connection, and paths for conversion.

In the coming months - through weekly installments - we'll be focusing on the shifts you need to make to build a marketing strategy for today's unique situation and tomorrow's new economy.

Each Week You'll Get:

- Benchmark Data**
We're digging into our own aggregated and anonymized customer data to help bring to light current marketing, sales, and services trends.
- Educational Content**
Blog posts, guides, templates, and more - we'll share relevant resources that help you put these strategies into action.
- Live Events**
Each week, we'll bring you thought leaders from across sales, marketing, and services to share their thoughts and answer your questions.

Get Curated Weekly Content Right in Your Inbox

[Subscribe Now](#)

How to Be Successful at Remote Sales, According to HubSpot's Remote Salesforce

Written by Melissa Goff, HubSpot's VP of Sales

Sales isn't getting easier. In fact, it's getting harder. The remote work shift is bringing production, better feedback, and working in a global space to remote sales. It's not all about Zoom from remote desktop.

In fact, according to HubSpot's 2020 Remote Work Report, companies that do well at remote sales are facing a number of challenges that remote workers face daily.

And you need to take action to overcome them.

Based on our research, we've put together a guide that will help you as you navigate your new remote sales.

Remote Sales Success: 8 Tips to Be Difficult

Below, you'll get the top 8 tips for remote sales success. Plus, we have a free guide for managing a group of remote sales reps.

Free Download: Online Sales 101 - Templates

8 Tips for Remote Sales Reps

1. **Maintain a routine.**
When it comes to working remotely, it can be difficult to stay on a consistent schedule, and you need to make the right choices early on to stay on track. Here are our top 8 tips for remote sales success.

Note: Remote sales is not available in all countries. Remote sales is only available in the United States.

Note: This content is not intended to be used as a substitute for professional advice. Please consult your attorney or accountant for more information.

The Future of Remote Work is Now

Culture Happens

[Learn on Apple Podcasts](#)

Employees tend to think that remote workers spend their days bringing Netflix's latest murder series. Truth is, employees are actually more productive and happier when working remotely. Listen in as we discuss why remote work isn't just a fad in the workplace and how companies can build a great remote culture.

[Episodes: Webinars](#)

[More Episodes](#)

<https://www.hubspot.com/podcast/culture-happens>

Livestream

Ended 3 hours ago

Adapt 2020: Enabling Remote Sales and Marketing Teams

HubSpot

[WATCH AGAIN](#)

The HubSpot-Built Integration for Zoom

Why should you integrate Zoom with HubSpot? The reasons.

How the Zoom integration works in HubSpot

The HubSpot-Built Integration for Zoom

[Watch](#) [Play Speed 100%](#)

Remote Sales & Marketing: A Guide to Moving Your Business Online



Foster Creativity

Don't forget to educate your own team

COVID Consulting

World
Current

Agenda

1. Quick Review
2. Adjusting Your Content Strategy
3. Rethinking Your Ad Strategy
4. Social Strategy During COVID
5. Marketing Housekeeping
6. Q/A

Toolkits Going Live!

Helping Customers with Their Flywheel During COVID

| | |
|--|--------------------------|
| Supporting the Attract Phase During COVID | |
| 1. Content Strategy | 2. Content Strategy |
| 3. Ask, Answer & Notify | 4. Ask, Answer & Notify |
| Supporting the Engage Phase During COVID | |
| Engage Phase: Engaging Leads and Existing Users | |
| 1. Ask, Answer & Notify | 2. Ask, Answer & Notify |
| 3. Ask, Answer & Notify | 4. Ask, Answer & Notify |
| 5. Ask, Answer & Notify | 6. Ask, Answer & Notify |
| 7. Ask, Answer & Notify | 8. Ask, Answer & Notify |
| 9. Ask, Answer & Notify | 10. Ask, Answer & Notify |
| Supporting the Delight Phase During COVID | |
| How to Use the Engage, Delight and Retain Phases | |
| 1. Content Strategy | 2. Content Strategy |
| 3. Content Strategy | 4. Content Strategy |
| 5. Content Strategy | 6. Content Strategy |
| 7. Content Strategy | 8. Content Strategy |
| 9. Content Strategy | 10. Content Strategy |



Provide Data

Provide Data

Bring visibility into the support process

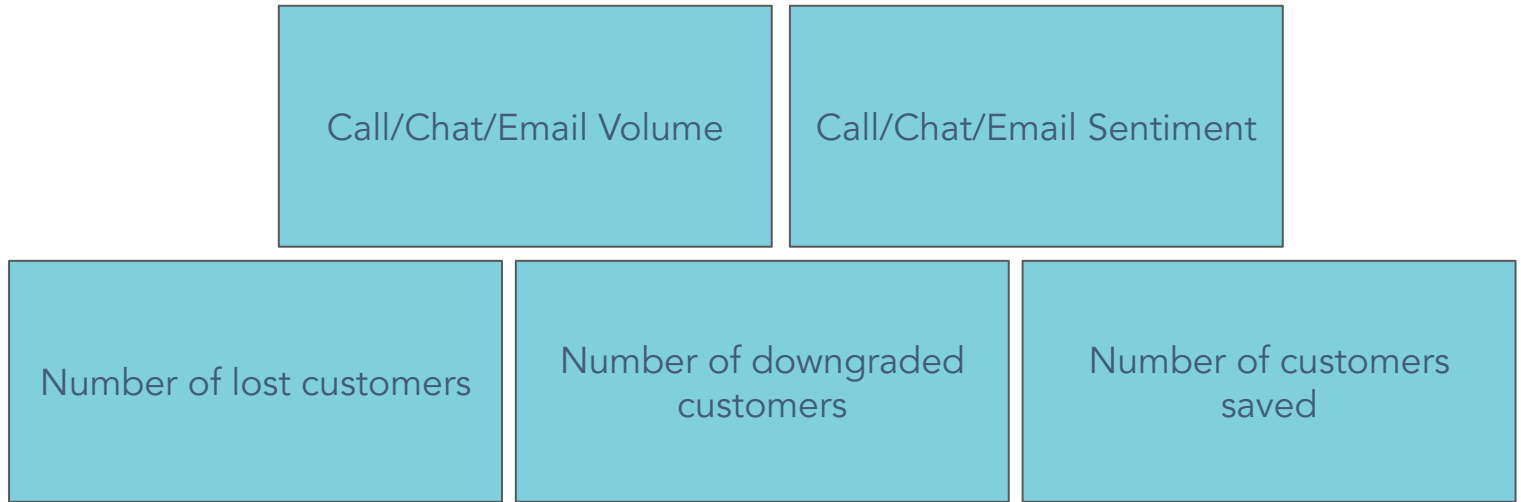
Your customers are under a lot of pressure right now. Lead with empathy and then ask - what information can help you better anticipate and solve someone's problem?

- Content of interest
- Past support calls/tickets
- Purchase history
- Emails sent from marketing/sales



Provide Data

Don't make it a guessing game



ALL OF THIS HELPS YOU

BUILD EMPATHY.

3 Takeaways:

1. Retention is “earned”
2. Empathy needs to go both ways
(customers & employees)
3. Play the long game

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Q + A

Feel free to suggest if you haven't yet!