

SERVICE HUB

A look inside HubSpot's next great product line

Michael Redbord | General Manager - Service Hub

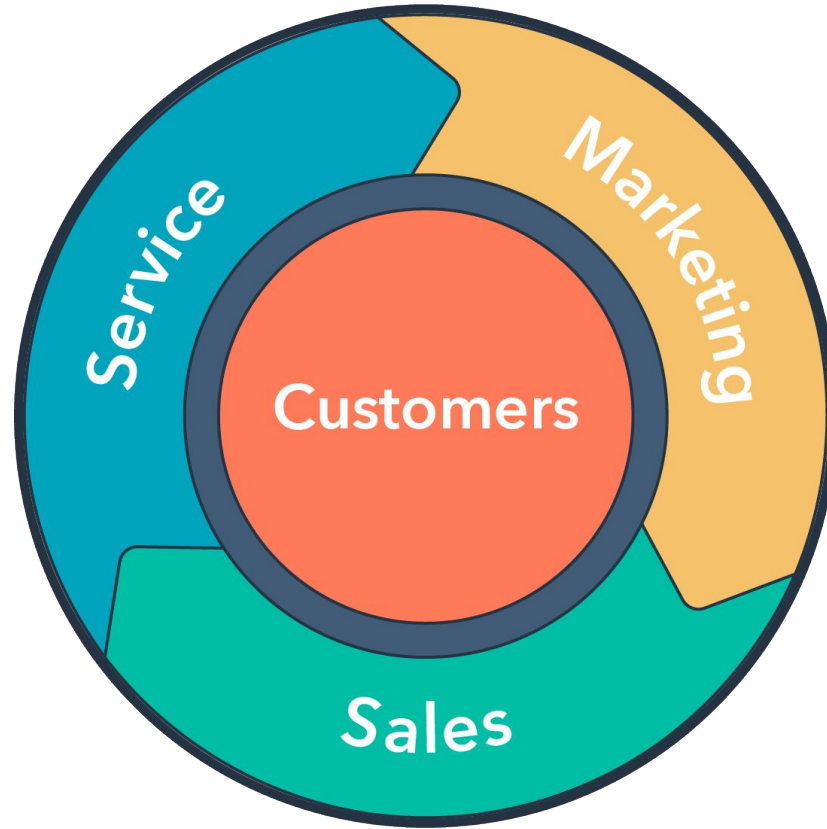


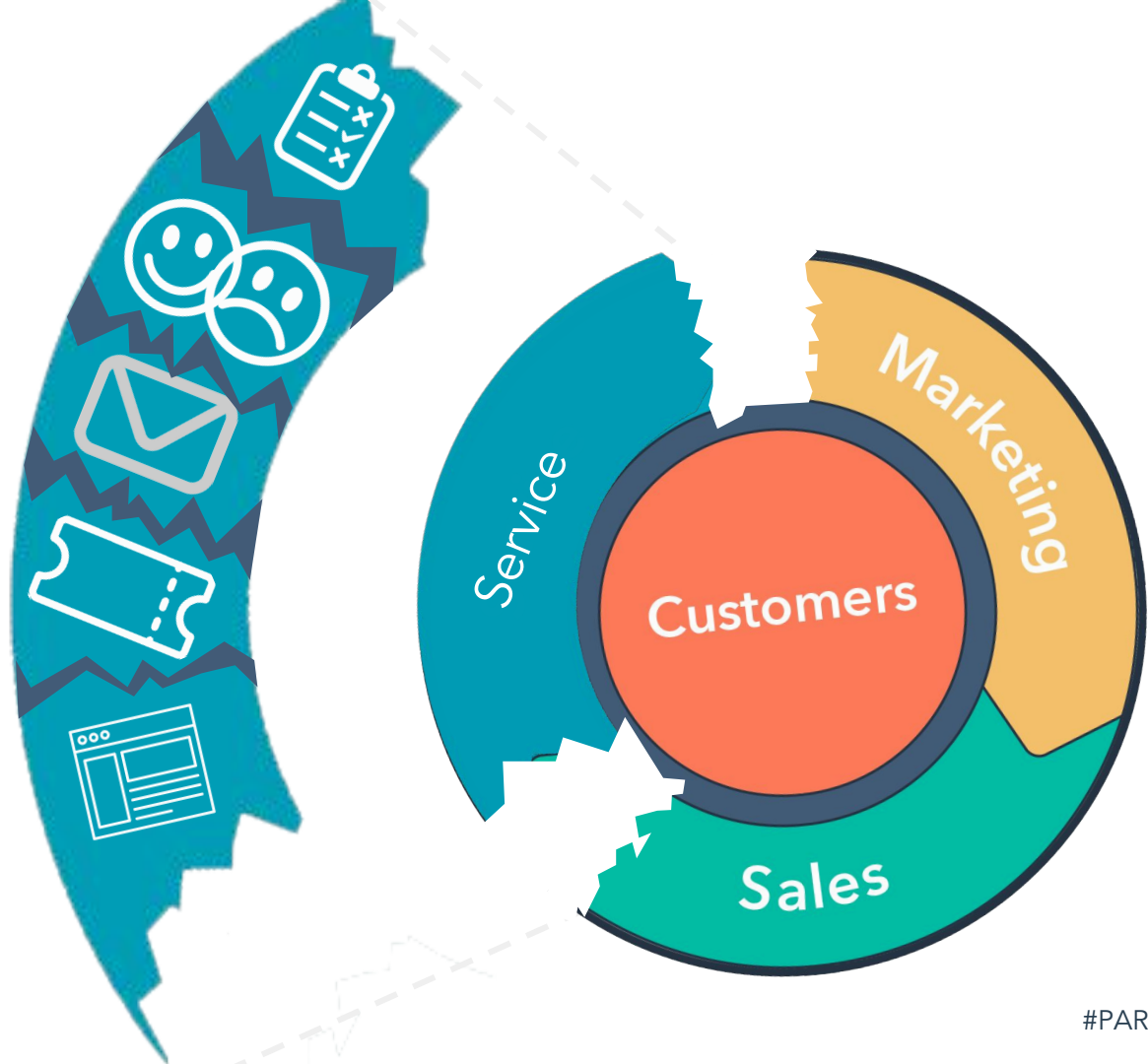
Christopher! That Mike
Redbord is amazing.

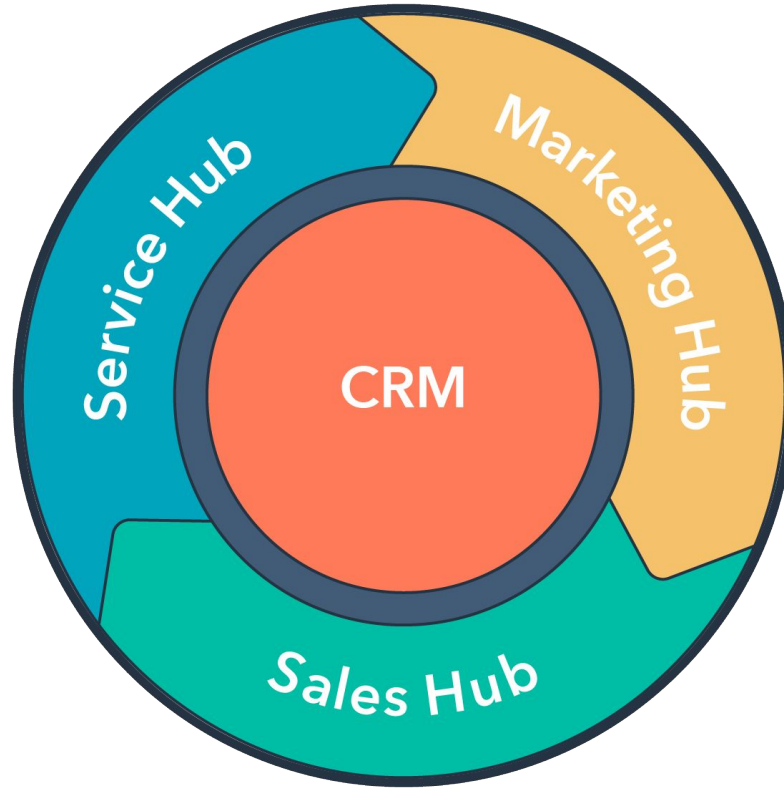
Couldn't agree more.
So smart. So handsome!

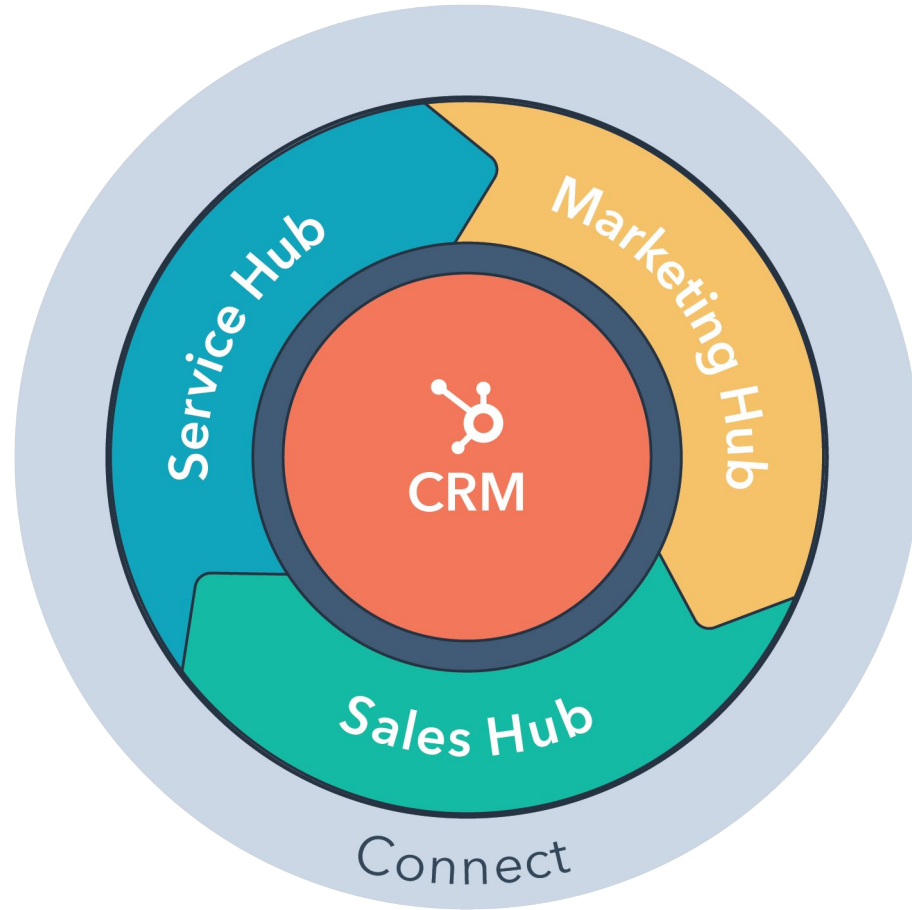








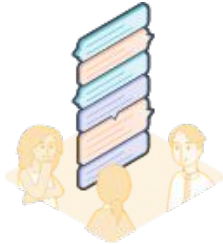




HubSpot Service Hub



CONVERSATIONS



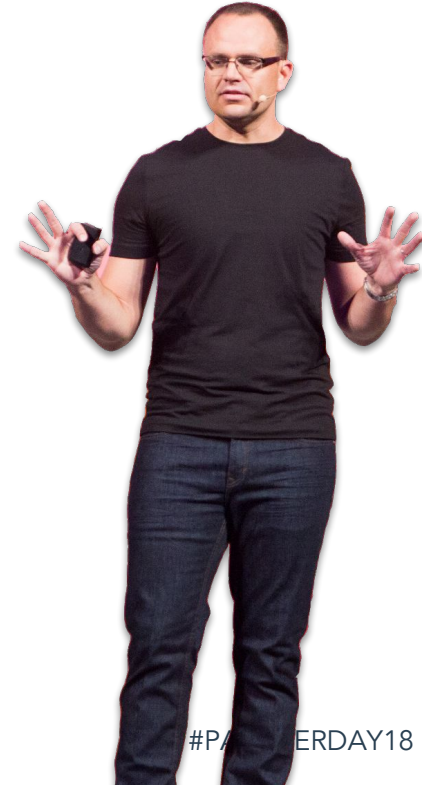
TICKETS



KNOWLEDGE
BASE



CUSTOMER
FEEDBACK



I'm so fricken excited about
Service Hub Christopher!



Brian, me too! But you know
who's REALLY excited?





Let's talk about Service.



A Service Persona

Their mindsets, problems, interests, and goals.

The Service Hub

The tools, go-to-market, and partner enablement.

Agency Strategy

How Susan from PMG is thriving through service.

Let's talk about Service.



A Service Persona

Their mindsets, problems, interests, and goals.

The Service Hub

The tools, go-to-market, and partner enablement.

Agency Strategy

How Susan from PMG is thriving through service.

SERVICE AT HUBSPOT

TEAM

Stage: Small, growing. Just need to talk to customers.

Pain: Disorganized, a mess of email and spreadsheets.

Consequence: Disappointed customers who called us out. (Sorry, btw.)

Need: A simple system to keep track of our customers

Solution: HubSpot has Conversations & CRM

<25

**Onboard & Delight
Customers**

2010

2012

2013

2015

SERVICE AT HUBSPOT

TEAM

Stage: Scaling up, lack of repeatability and process hurts business.

Pain: No defined way to deliver service. No systems to codify processes & report

Consequence: Some customers saw us as neglectful. Twitter got ugly.

Need: A tool to create & iterate on service processes on top of CRM.

Now, HubSpot has: Tickets.



SERVICE AT HUBSPOT

TEAM

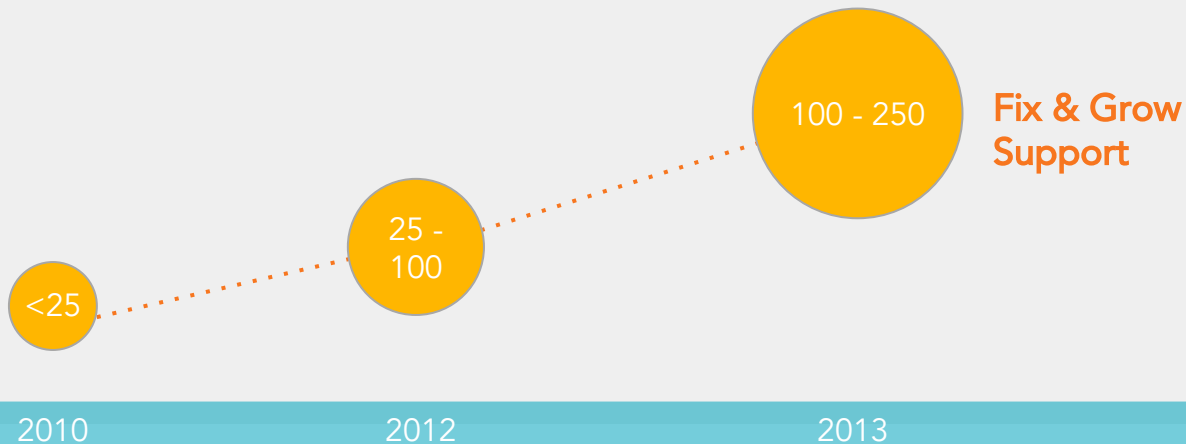
Stage: Established process for specific touchpoints, but no scale or polish.

Pain: Our ambitions for our customers and our own growth didn't match reality.

Consequence: Cost over-run on the P&L, and friction in the customer experience.

Need: More ways to manage customers with self-service, ticket trends, etc.

Now, HubSpot has: Knowledge Base, Automation, and Reporting.



SERVICE AT HUBSPOT

TEAM

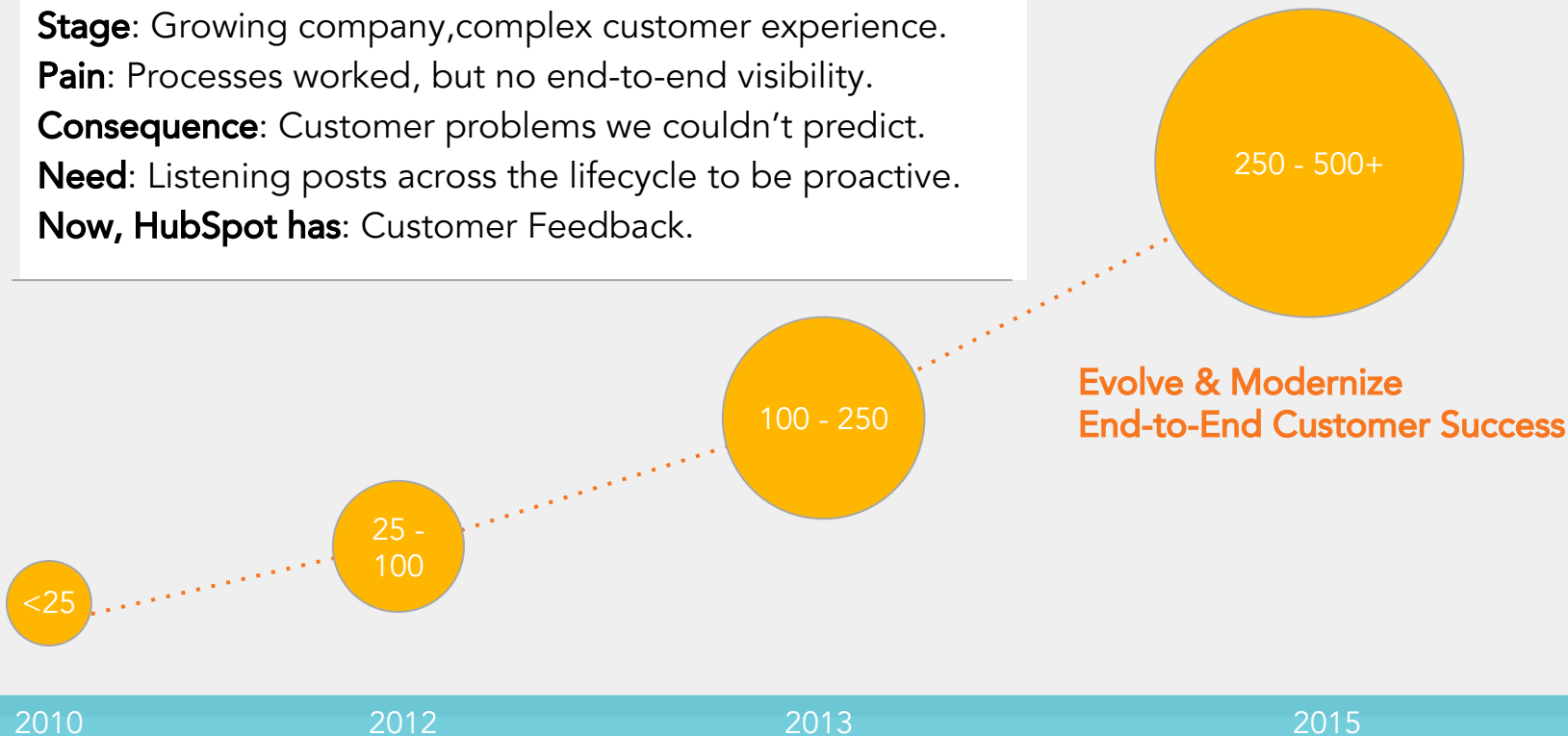
Stage: Growing company, complex customer experience.

Pain: Processes worked, but no end-to-end visibility.

Consequence: Customer problems we couldn't predict.

Need: Listening posts across the lifecycle to be proactive.

Now, HubSpot has: Customer Feedback.



SERVICE AT HUBSPOT

TEAM

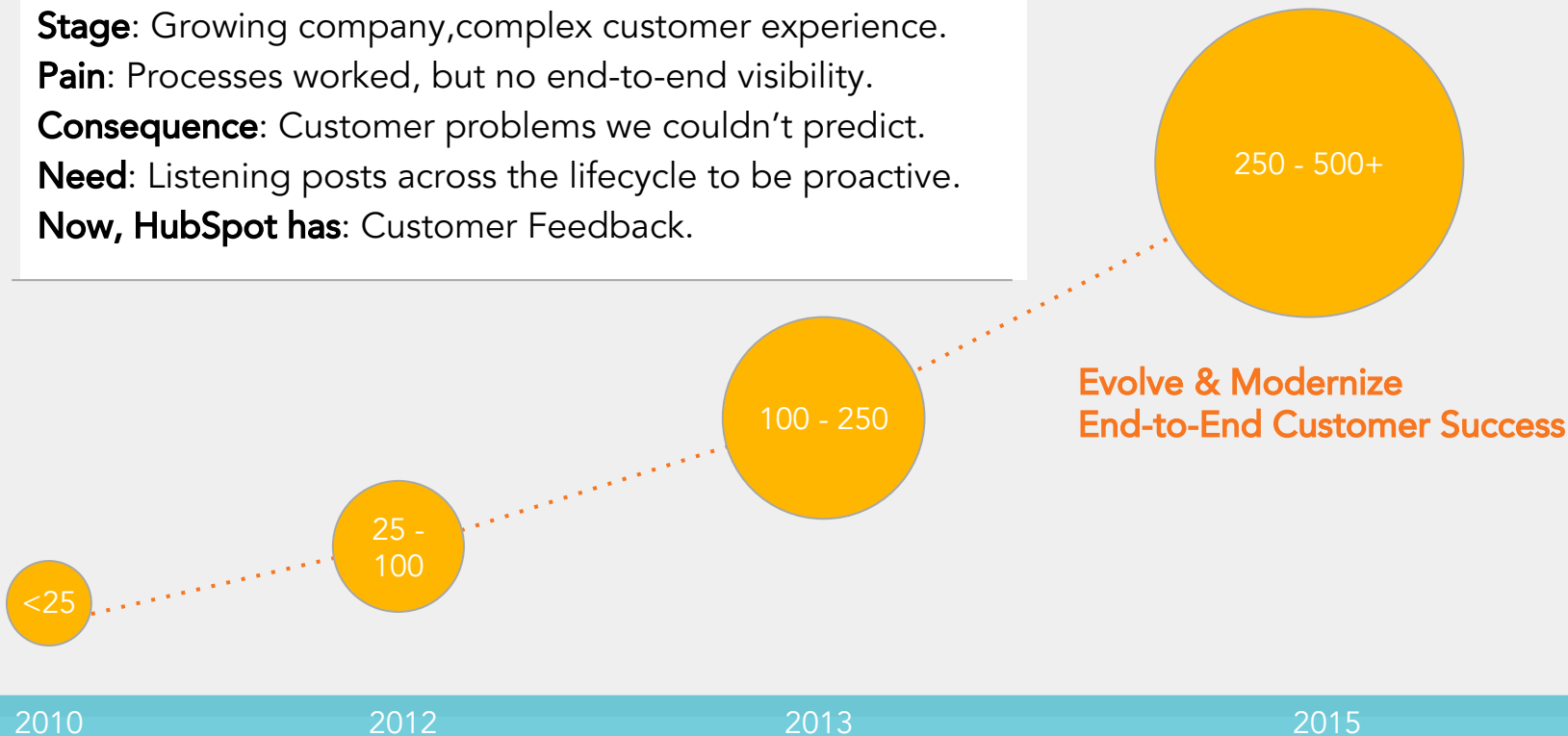
Stage: Growing company, complex customer experience.

Pain: Processes worked, but no end-to-end visibility.

Consequence: Customer problems we couldn't predict.

Need: Listening posts across the lifecycle to be proactive.

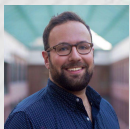
Now, HubSpot has: Customer Feedback.





PERSONA

PERSONA NAME



Literally Mike

Problem or opportunity that the above persona needs help with:

Mike needs service tools and know-how to grow better customers and a better business.

He is open minded and sees the opportunity for customers to add to his growth, but has trouble unlocking that potential.

LIFECYCLE STAGE

AWARENESS

Have realized & expressed symptoms of a potential problem or opportunity.

Content Ideas

How to Have Delightful Conversations with your Customers: A Guide to Service [eBook]

Building Your Service Team from Scratch: Traits, Skills, and Profiles to Hire [Infographic]

CONSIDERATION

Have clearly defined and given a name to their problem or opportunity.

Content Ideas

The Growing Customer Team's Content Blueprint: How & When to Do Self-Service [Ebook]

Customer Feedback: When and How to Get it, and What to Do with It [Webinar]

DECISION

Have defined their solution strategy, method, or approach.

Content Ideas

- Customer Self-Service Audit
- Customer Advocacy Assessment
- HelpDesk Overhaul Consultation

Let's talk about Service.



A Service Persona

Their mindsets, problems, interests, and goals.

The Service Hub

The tools, go-to-market, and partner enablement.

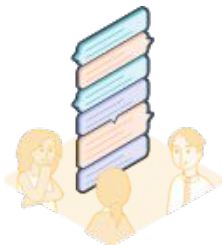
Agency Strategy

How Susan from PMG is thriving through service.

HubSpot Service Hub



CONVERSATIONS



TICKETS



KNOWLEDGE
BASE



CUSTOMER
FEEDBACK

Service Hub Professional

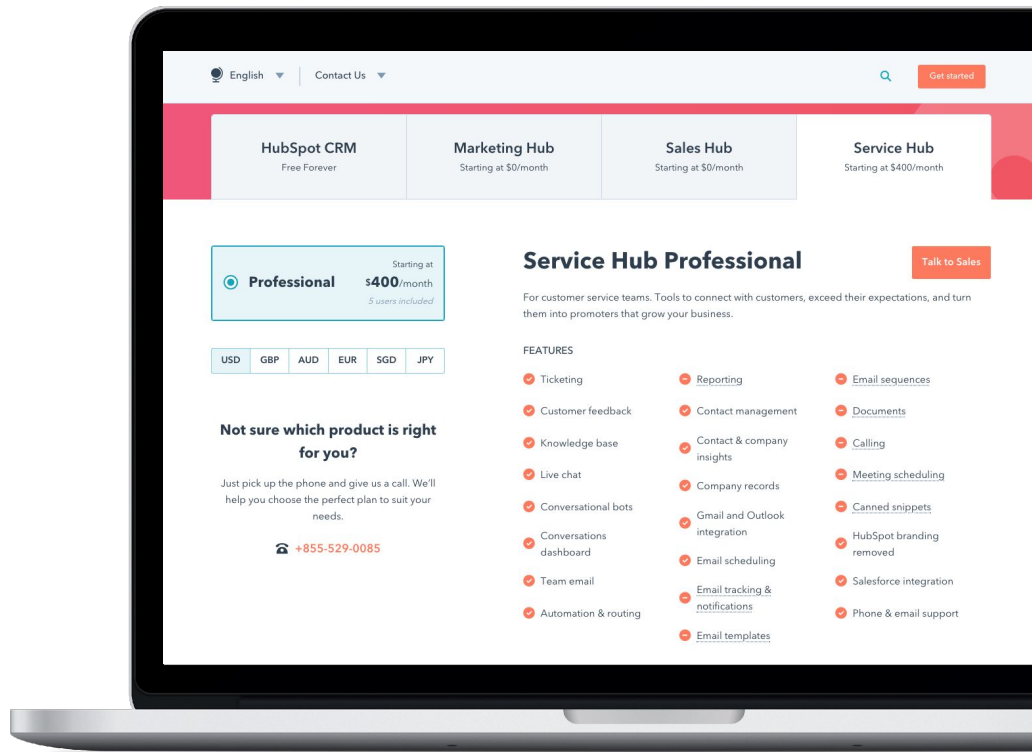
Pricing & Packaging

\$400 / month

Service Hub includes products for *teams* to establish service processes and grow better.

Service Hub also includes 5 seats of 1:1 productivity tools for *individuals* to be efficient and work smarter.
\$80/seat additional.

Talk with your CAM, CC, or me to learn more.



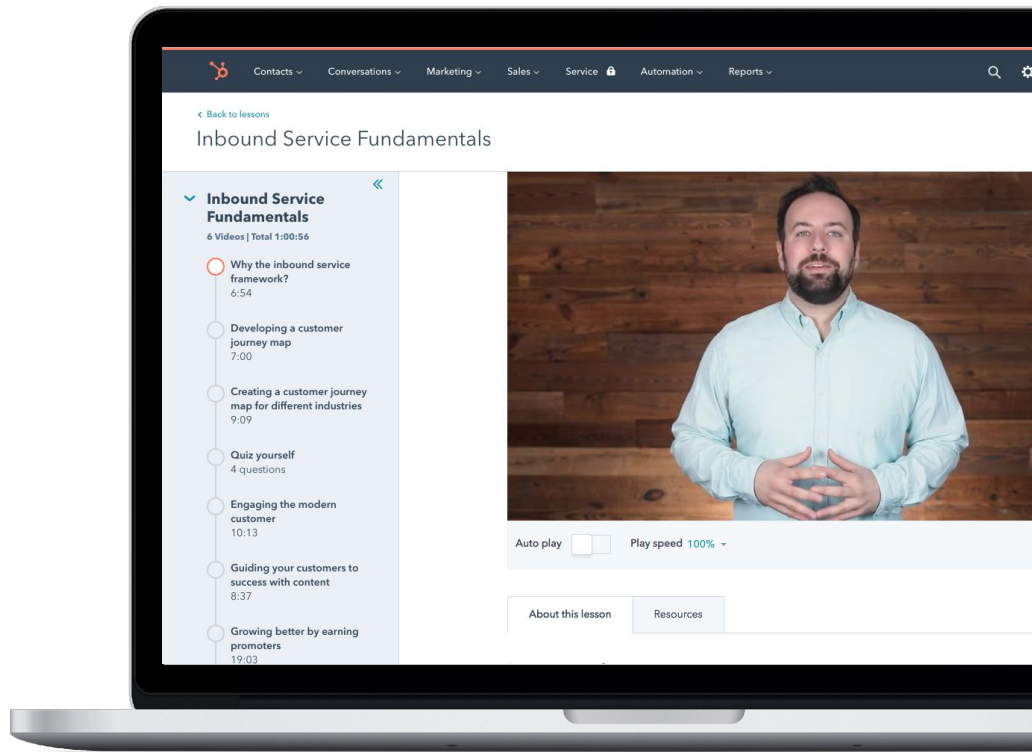
The Strategy

Inbound Service Framework

A prescriptive how-to framework to engage, guide, and grow better customers. A new Academy Lesson and coming Certification.

Plus, agency exclusive content on:

- How to Identify Fits & Position Yourself
- How to Package & Deliver Services



Let's talk about Service.



A Service Persona

Their mindsets, problems, interests, and goals.

The Service Hub

The tools, go-to-market, and partner enablement.

Agency Strategy

How Susan from PMG is thriving through service.

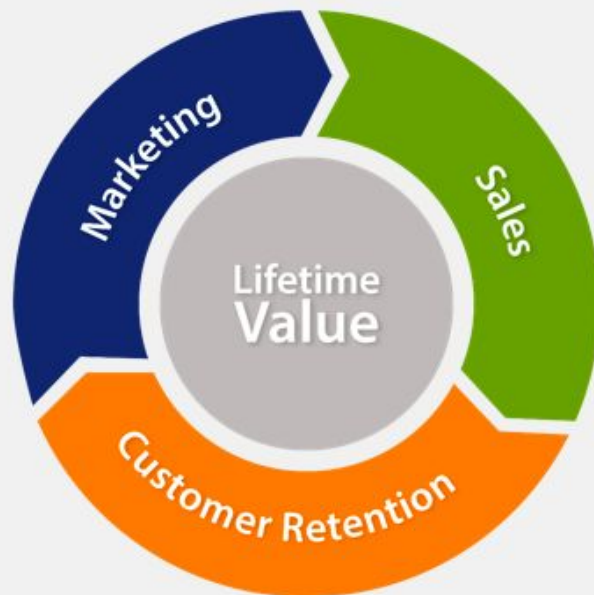
Susan LaPlante-Dube | Owner Precision Marketing Group

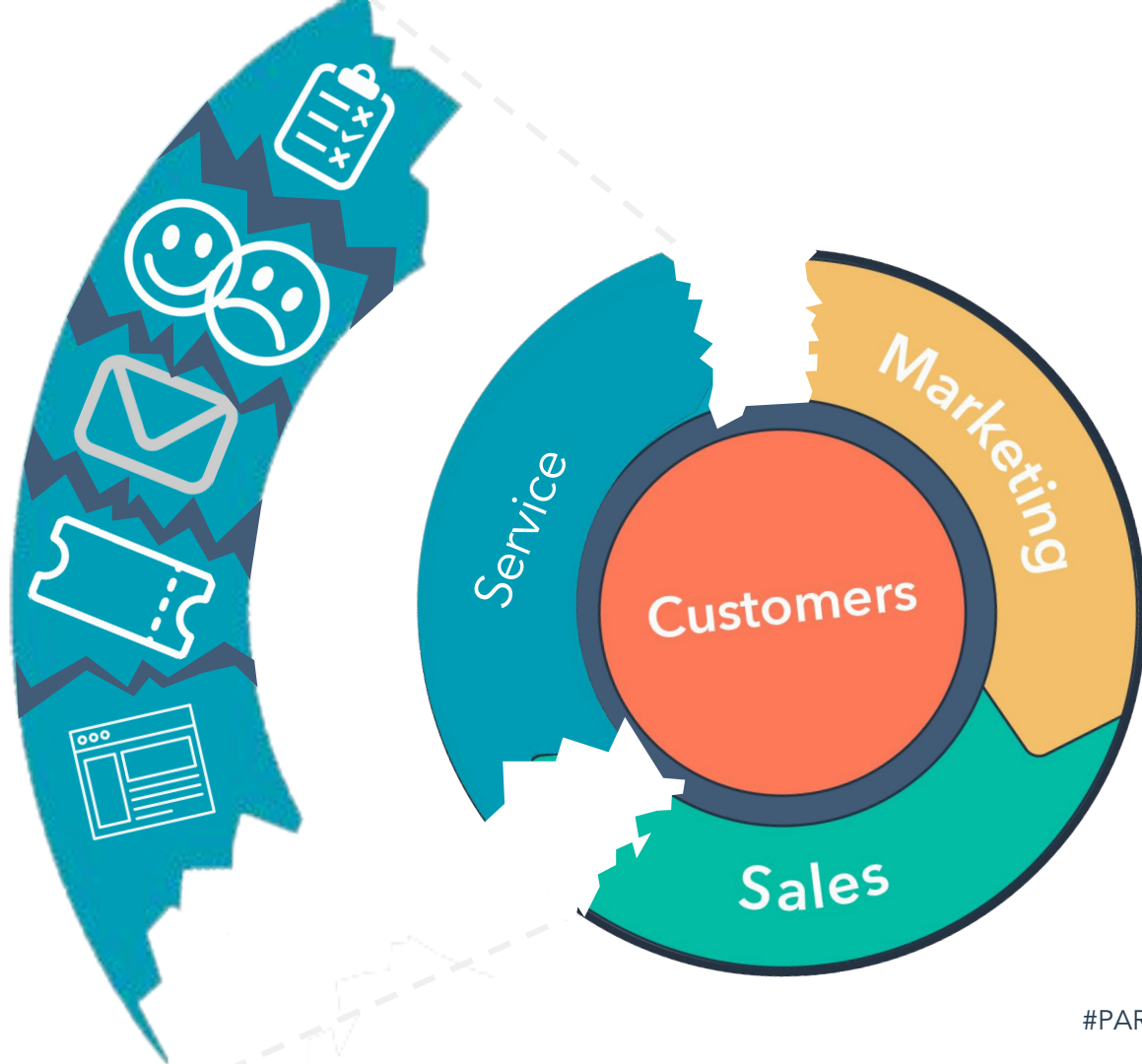


1. Your service philosophy?
2. The hard parts?
3. How do you position it?
4. Client fit?
5. How to get started?



Maximize LTV of Customers





The background is a solid orange color. There are several abstract circular 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

#PARTNERDAY18

HubSpot Service Hub

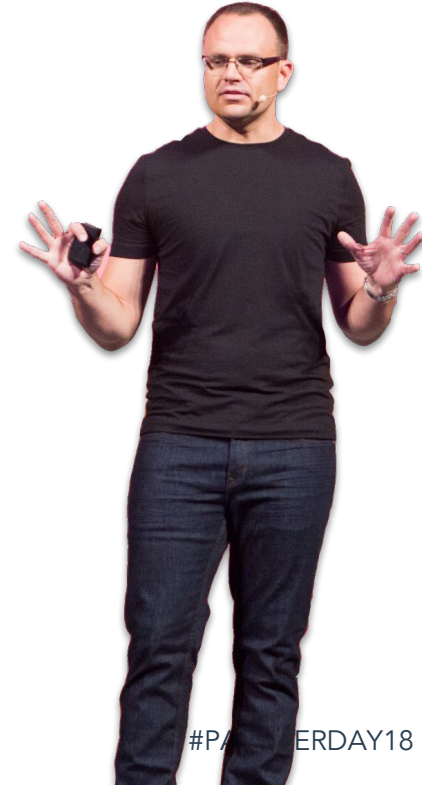
HubSpot Service Hub



HubSpot Service Hub



CONVERSATIONS

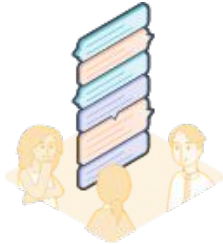


#PAID DAY18

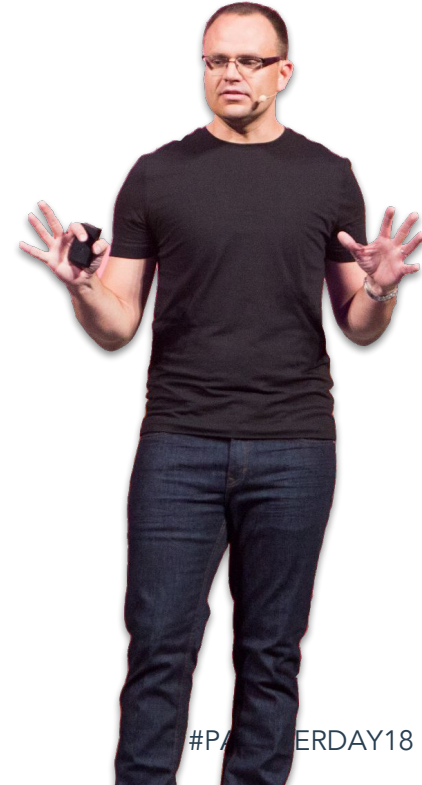
HubSpot Service Hub



CONVERSATIONS



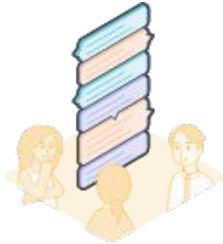
TICKETS



HubSpot Service Hub



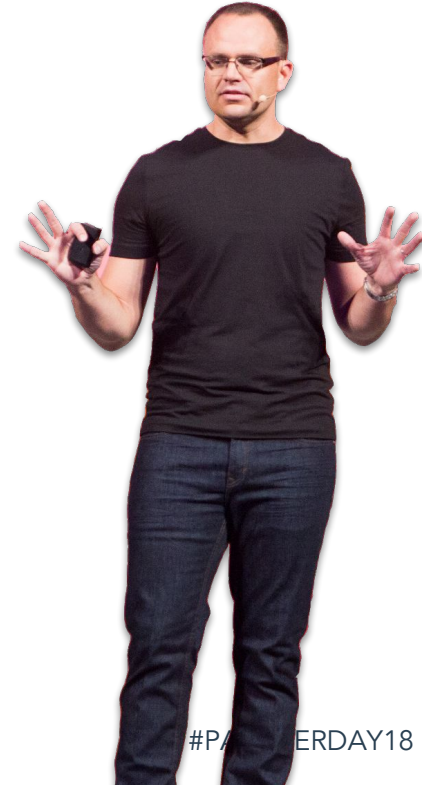
CONVERSATIONS



TICKETS



KNOWLEDGE
BASE



SHOW

vs

TELL

Let's talk about Service



Service Hub

Overview, inbound service framework, pricing

How to Demo

How we think about the tools and how they solve for service teams.

How to do it

How Susan from PMG is thriving through service

Let's talk about Service



Service Hub

Overview, inbound service framework, pricing

How to Demo

How we think about the tools and how they solve for service teams.

How to do it

How Susan from PMG is thriving through service