

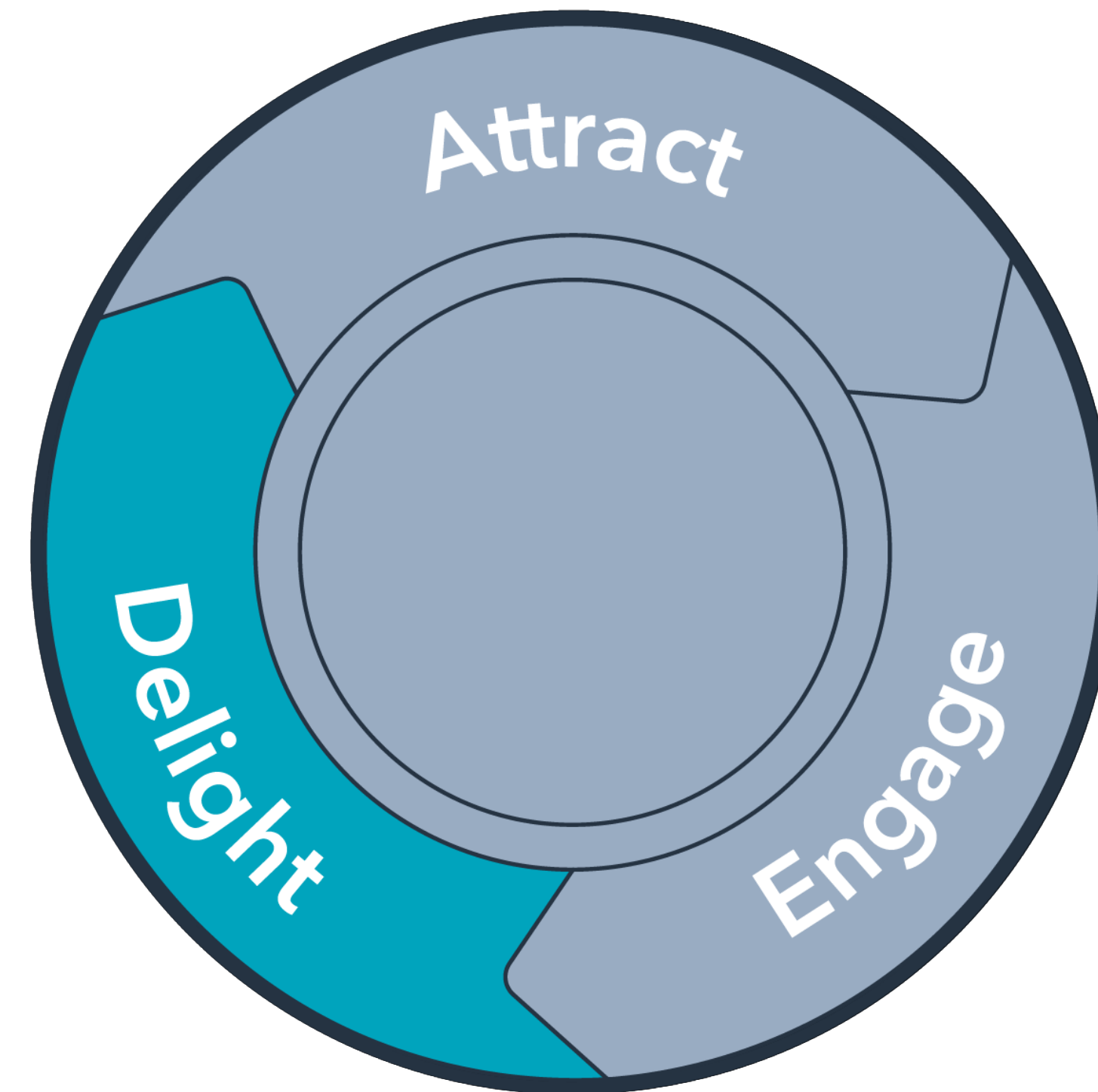
HOW TO TURN YOUR CUSTOMERS INTO YOUR BEST MARKETING CHANNEL



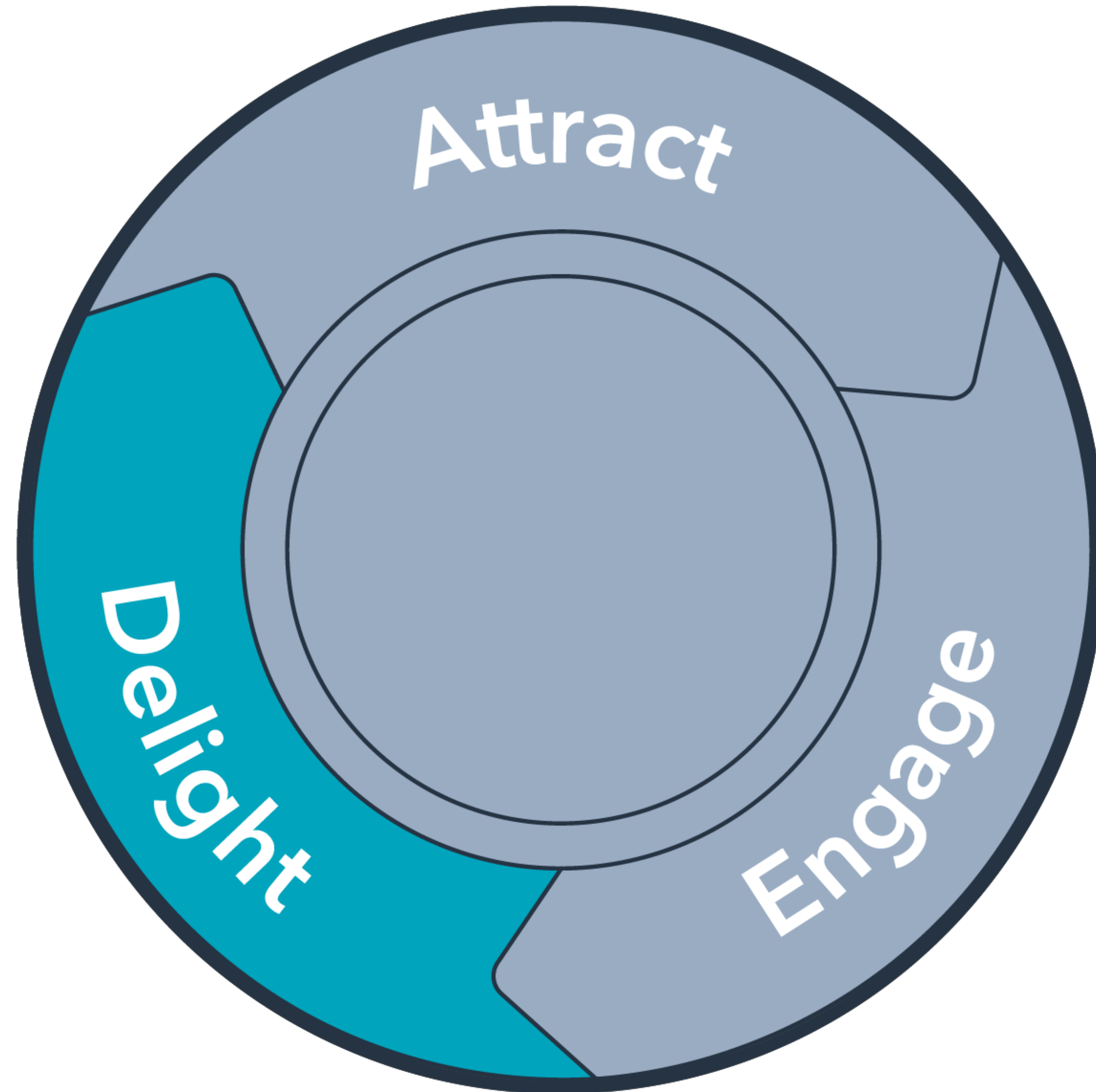
Varun Bhandarkar

Manager, Customer Success ANZ

HubSpot | @vahroon



#GrowANZ19

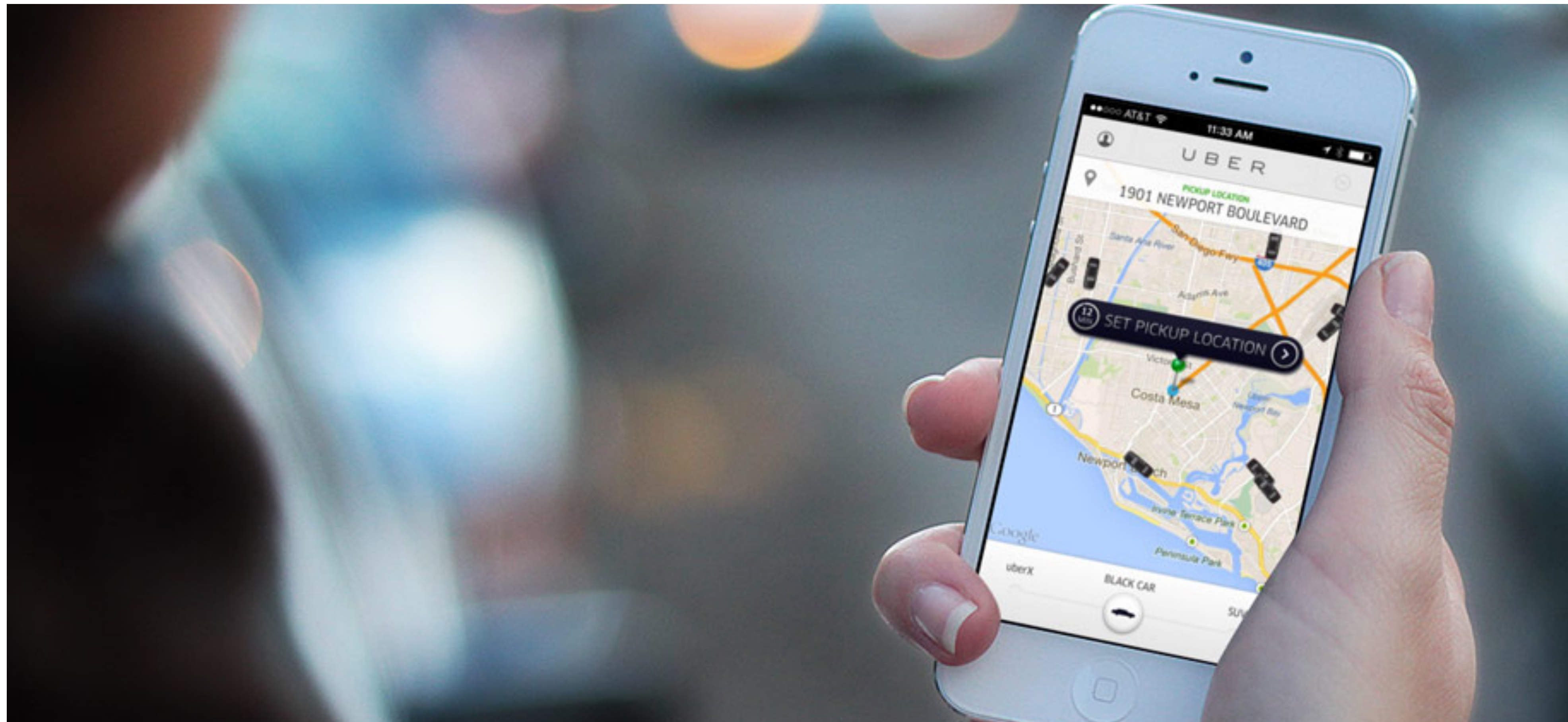




YOUR CUSTOMERS ARE CHANGING



Realtime alternate options

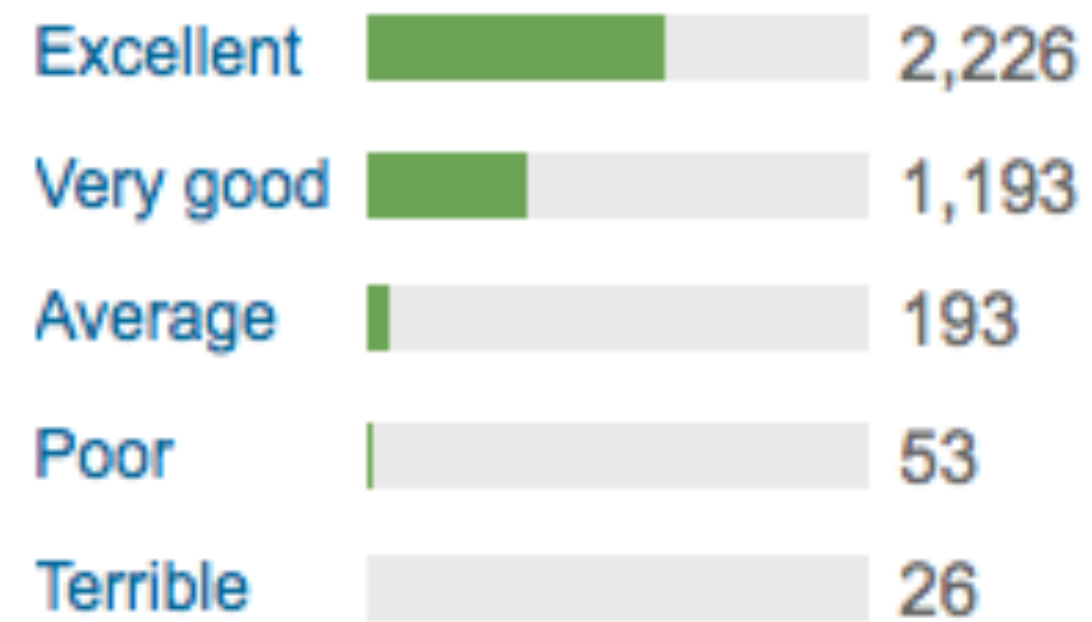


The **sharing** economy

3,691 people have reviewed this hotel

[Write a Review](#)

Traveller rating



See reviews for

	Families	948
	Couples	1247
	Solo	197
	Business	416

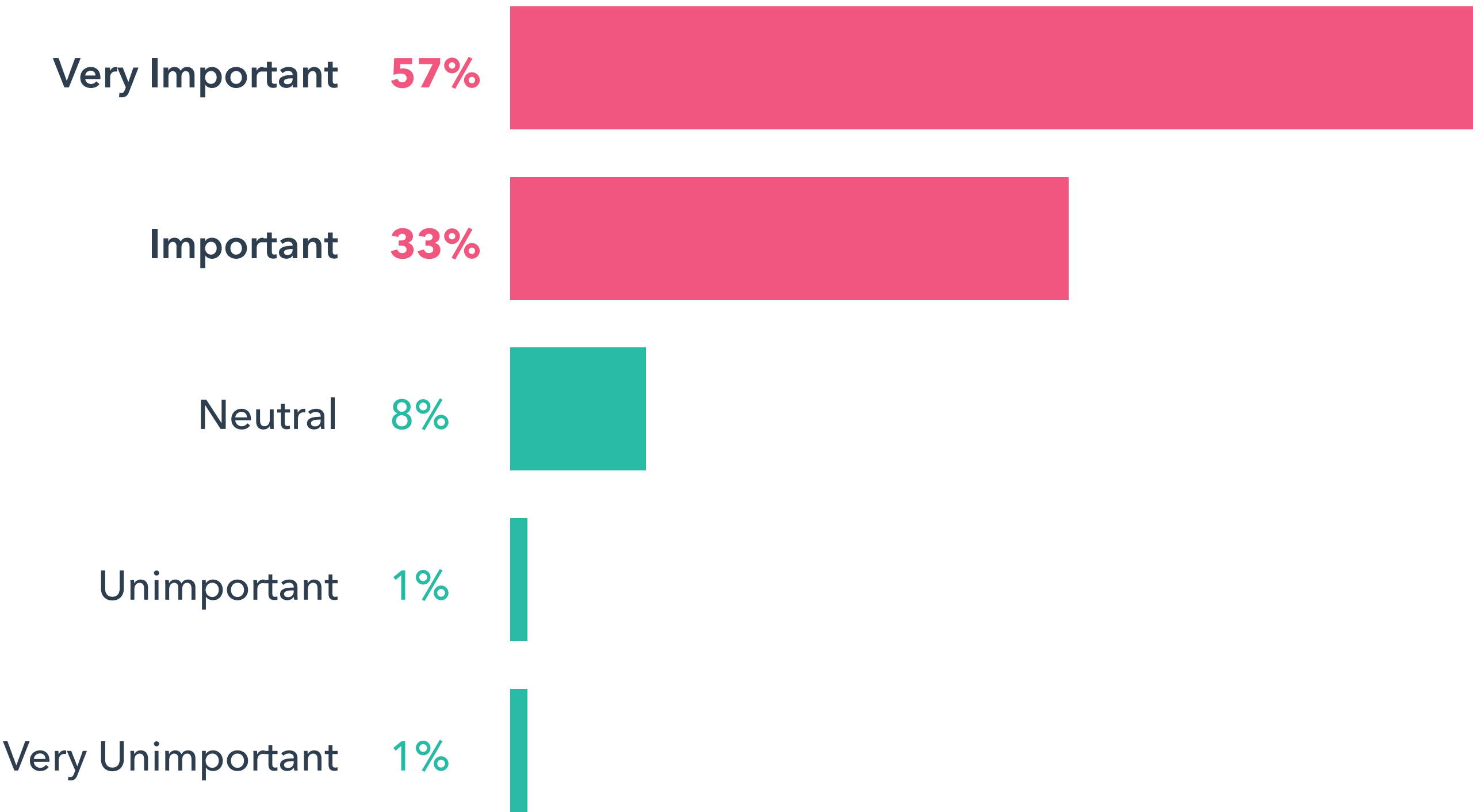
Rating summary



The power of **reviews**

Today, we're **less** patient.

How important is an immediate response when you need support?

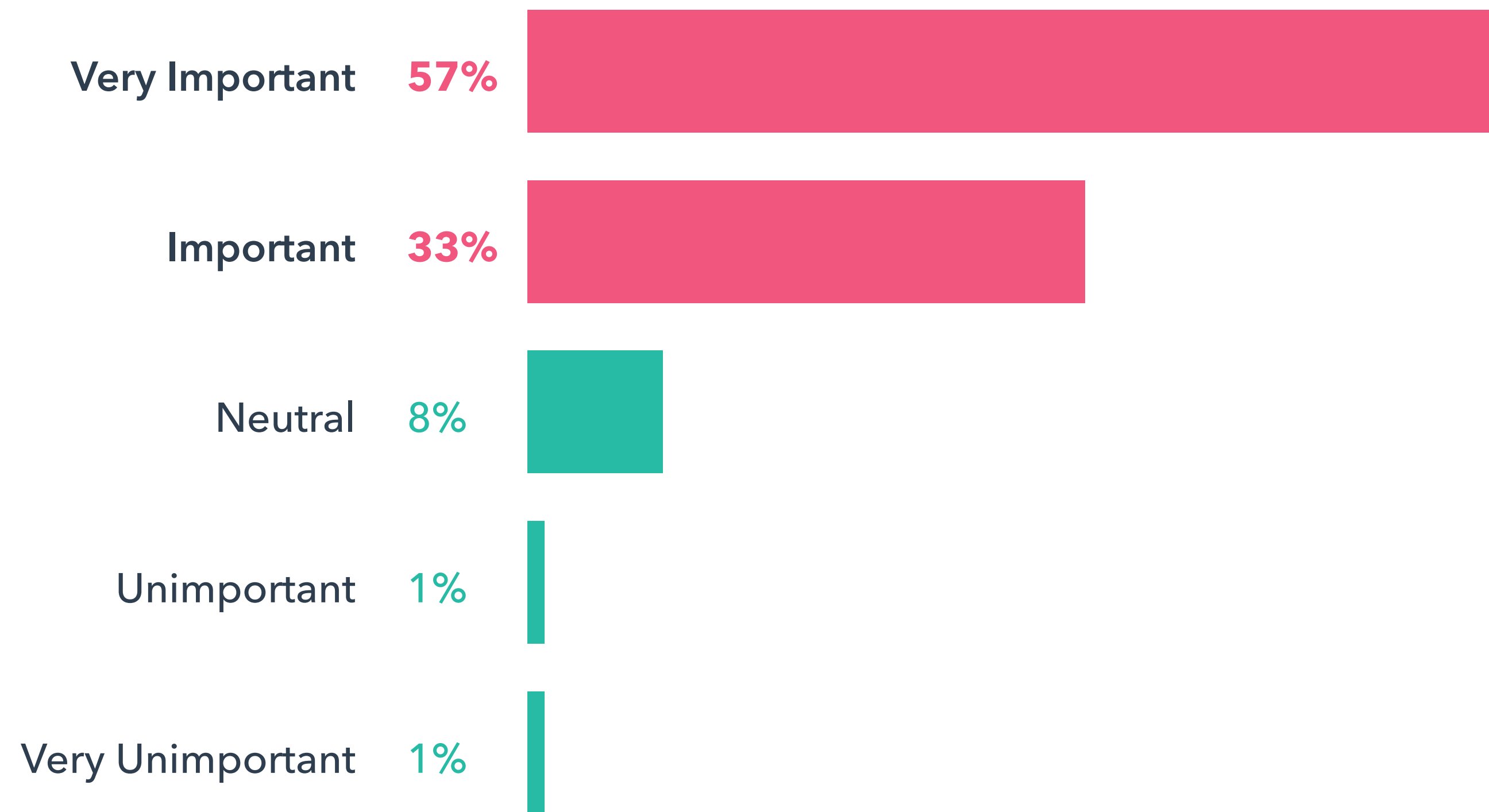


Base: 1,000 consumers in the US, UK, Australia, and Singapore
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

Today, we're **less** patient.

90% of consumers expect an immediate response from customer service representatives.

How important is an immediate response when you need support?



Base: 1,000 consumers in the US, UK, Australia, and Singapore
Source: HubSpot Research Consumer Customer Support Survey, Q2 2018

The modern customer's help journey: self-service first



But this doesn't always happen.





Dharmesh Shah ✓ @dharmesh · Jul 14, 2018

I get frustrated when the scripted response doesn't tell me anything more than what I could read on the website. That's not helpful. I need someone to figure out what's going on.

Thanks for sharing your [#CustomerFriction](#)



Zoe Binning
3 reviews · 1 photo

★★★★★ 4 months ago

Terrible excuse of a restaurant. Sat at a dirty table for over 15 minutes then had to go in collect my own menu and ask that the table be cleared. It was not wiped down. The margaritas arrived well after our food and tasted like there was no alcohol in them. The chicken tacos were filled with dried shredded chicken no seasoning. The lettuce was not fresh. The beef tacos tasted terrible also no seasoning couldn't eat it. The enchiladas were hard and the melted hard cheese fused it to the plate. It was like it had been left under the heat lamps and forgotten about. Some of the rice was burnt and hard. Wish I had of read the reviews before I went it's like a mix of food safety hazards and poor service rolled into one.



Ralf Finchett
@pmoplanet

@Optus @optusbusiness 9 outstanding on changing a over, yet your SLA is 3-5 da - I've spent 5 hours either o phone to Optus and it's still



IhateThis
@ihatethisshit

@Telstra @FOXTEL_Help @abcsydney @smh
FOXTEL and internet out! You f██ers better fix this before the Grand Finals! Or I won't pay my monthly fee! F██k you!

2:00 AM - 28 Sep 2018

Follow

224



OptusTeam >

Text Message
Thu, 20 Sep, 1:14

Hi Ralf. Thanks for letting me resolve your concern in rega changing your mobile numbe 04817 [redacted] to 041 [redacted]

Please allow Optus 3-5 business days for the changes to be made. Reference number 15 [redacted] 7513. Have a good one! -Arvee

"Short stay, Our items went missing no one bothered to help, simply said oh well v meant to contact me with a solutions never did very poor service wouldn't recomm

Read less ▲

thomascookuk • Follow
Universal Orlando Resort

thomascookuk Happy 1st Birthday Volcano Bay! At the heart of the island stands Krakatau,™ the mighty Fire and Water Volcano, streaming waterfalls during the day and fiery lava effects at night 🔥💧

@_vanessaboy #VolcanoBay #Orlando #Florida #UniversalStudios #UniversalOrlando #Adventure #Volcano #HappyBirthday #Fire #Water #USA #America #Travel #Explore #Views #igtravel #friday

vladaweide 🍌
je_idnm Worst service I have EVER experienced. Currently awaiting a 30 hour delay for a 4 hour flight to turkey!
imran.sv Sort your self's out. How can you be advertising more holidays here while



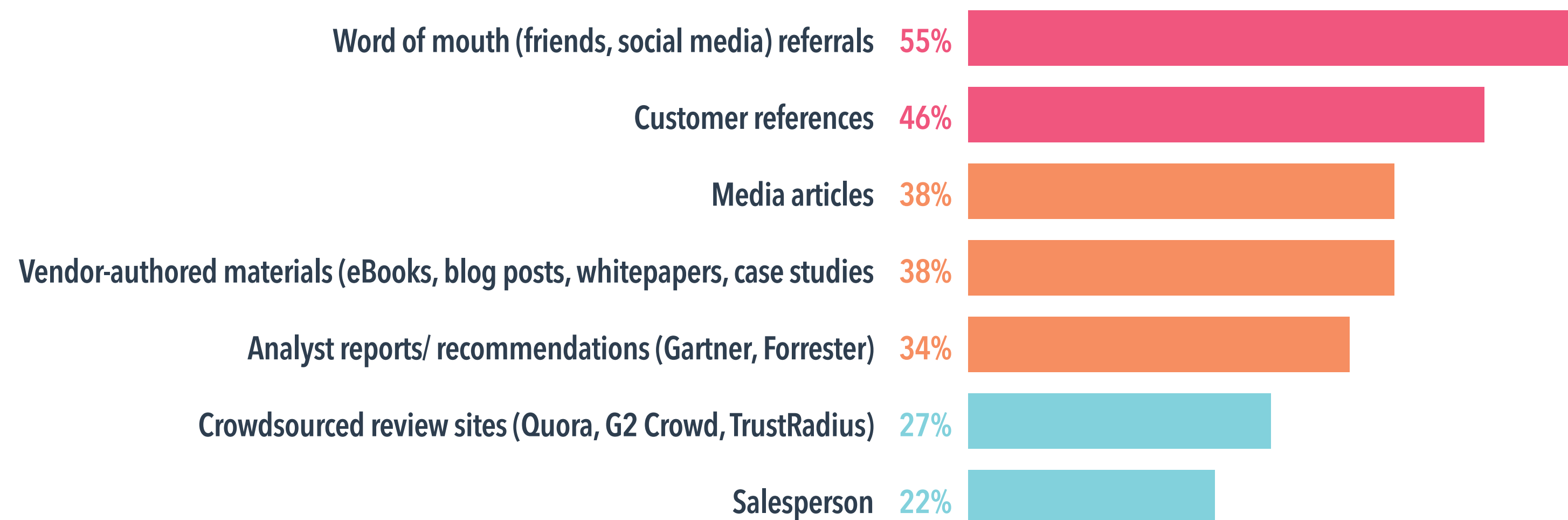
275 likes

MAY 25

Add a comment...

Businesses report that word-of-mouth is their *single best source* of referrals.

What sources of information do you rely on when making purchase decisions for business software?



Source: HubSpot State of Inbound Report, 2018

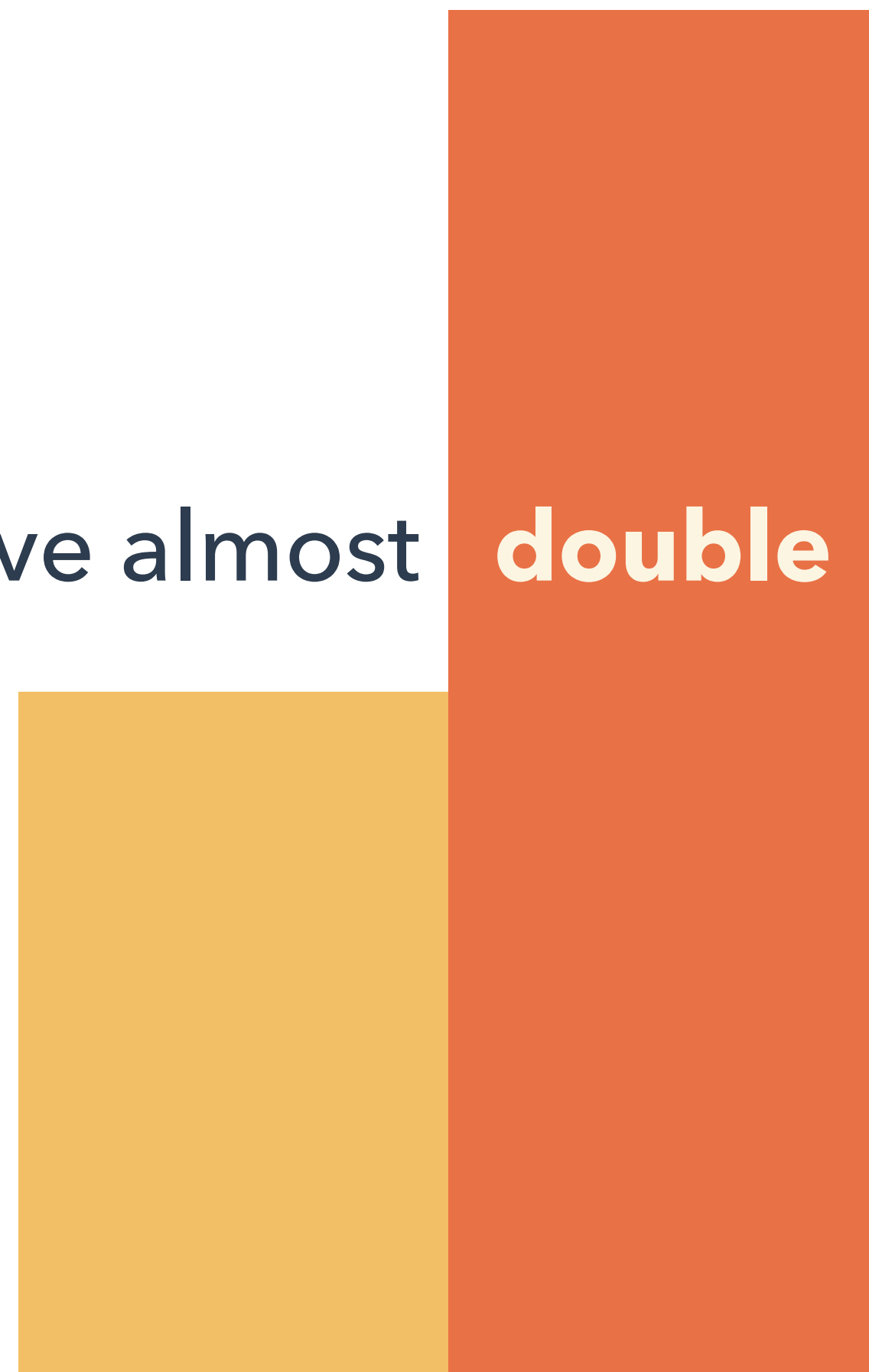
81% of people trust the advice of **friends and family**

over the advice of the businesses they are buying from.

Base: 2,319 consumers in US and UK

Source: HubSpot Research Trust Survey, Q1 2018

Your customers have almost **double** the amount of power you do.



Customer **First**

CUSTOMER 

~~~~~

~~~~~

~~~~~

~~~~~

VS

Trendy

Customer **First**

CUSTOMER 

~~~~~

~~~~~

~~~~~

~~~~~

Trendy

VS

Customer **Eventually**

~~~~~

~~~~~

~~~~~

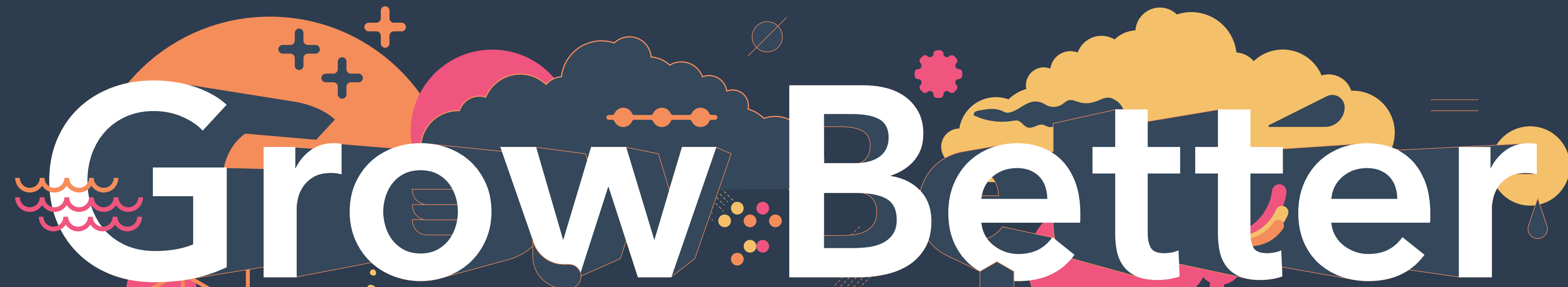
~~~~~

CUSTOMER 

Truthy

The text "Grow Better" is rendered in a large, white, sans-serif font. The letters are filled with a dark blue color, matching the background. The text is surrounded by a variety of colorful, stylized shapes and patterns. On the left, there are orange and pink wavy lines, a pink circle, and a yellow hexagon. In the center, there are orange and pink plus signs, a yellow circle, and a pink circle. On the right, there are yellow and pink wavy lines, a yellow circle, and a pink circle. The background is a dark blue color with a subtle pattern of small, light blue dots.

Grow Better



Grow Better

with a delightful, differentiated
experience that customers love.



WHAT DO YOUR CUSTOMERS WANT?

HubSpot Research



Help me help you,
by helping myself.

customercode.com





Solve for my success,
not your systems.

customercode.com





Treat me like
a person,
not a persona.

customercode.com





Use my data, but
don't abuse it.

customercode.com





Ask for feedback,
and act on it.

customercode.com





Own your
screw-ups.

customercode.com



THE

HubSpot

CUSTOMER CODE

customercode.com

HOW TO DELIVER A REMARKABLE CUSTOMER EXPERIENCE

Your customer experience

SCOPE

Your customer experience should be...

Standardised

Identify your most commonly asked customer questions into simple FAQs and responses.

Your customer experience should be...

Contextual

Understand the types of conversations a customer is already having with your company.

Your customer experience should be...

Optimised

*Know what channels your customers are using.
Help them where and when they want to be
helped.*

Your customer experience should be...

Personalised

Leverage the information your Sales and Marketing teams have collected to personalise your communication.

Your customer experience should be...

Empathetic

Understand the customer's point of view.

Now let's map that to the principles of the

Customer Code...

Standardised



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Finding your order or registration number

If you ask us to make changes changes to your registration, we'll need your order or registration number for verification. You can find them in your confirmation email.

If you want to make changes to your INBOUND registration, such as upgrading or cancelling it, we may ask for either your order or registration number. Here's how to find them.

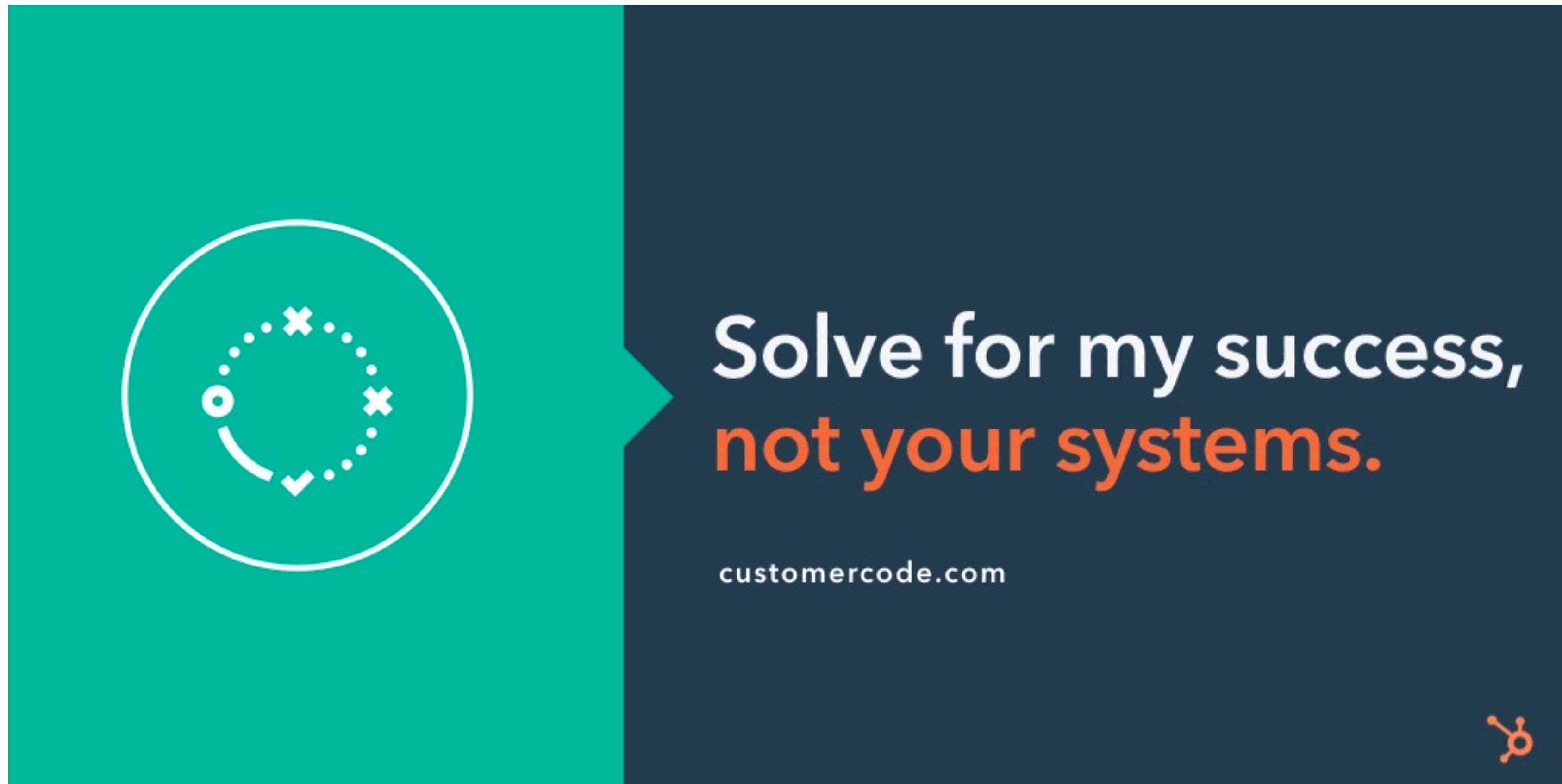
If you have your confirmation email

Both numbers are included in your registration confirmation email (subject line: Your INBOUND 2019 Confirmation 🎉). Once you've found your confirmation email, scroll down to the "Your Registration Details" section and you'll see something like this:

Your Registration Details

ORDER # 537800

Contextual



Solve for my success,
not your systems.

customercode.com



Qantas 
@Qantas



Qantas  @Qantas

Replying to @mariliaadamson

We'd like to look into this for you Marilia. Are you able to DM your booking reference, names of passengers and flight details? Zen

bit.ly/2ciV3Sq

Hi Zen - my booking reference is J4GMR7, name is Marilia Adamson and I am flying from Sydney to Sao Paulo on 29th May



Mar 20 ✓

1 unread message



Hi Marilia, we can see you've since spoken with a team member and have been offered points due to this. We appreciate your patience. Charlie

Mar 21

Optimised





Andrew Eagles @eaglesandrew · Sep 22

Hi @FlyAirNZ I left my computer case on my flight home last night from Wellington. #dork Any help appreciated. Thank you



1



Air New Zealand  

@FlyAirNZ

Follow

Replying to @eaglesandrew

Kia ora Andrew, we would recommend filling in our Lost Property form here: [airnewzealand.co.nz/aircraft-lost- ...](https://airnewzealand.co.nz/aircraft-lost-...) This way our team will be able to reach out to you if this is located. ^FC

Personalised



Use my data, but
don't abuse it.

customercode.com



Thank you for being a top listener.

Hey it's Charles Kelley from Lady Antebellum.

You're getting this email because you are one of Lady Antebellum's top listeners on Spotify. Thanks so much for listening to so much of our music.

I'm going on a solo tour and as a way to say thank you I want you to be one of the first to get access to tickets.

The presale starts **Wednesday October, 14th at 10am** and runs until Thursday, October 15 at 10pm. You'll be able to purchase up to 6 tickets while supplies last. The password is **BELIEVER**

I have a new single out and would love for you to listen to it on Spotify. It's called "The Driver" and also features Dierks Bentley and Eric Paslay. Hope you like it!

[BUY TICKETS HERE](#)



Empathetic



Ask for feedback,
and act on it.

customercode.com





Hi Matthew,

Thanks for using Airbnb. We really appreciate you choosing Airbnb for your travel plans.

To help us improve, we'd like to ask you a few questions about your experience so far. It'll only take 3 minutes, and your answers will help us make Airbnb even better for you and other guests.

Thanks,
The Airbnb Team

[Take the Survey](#)

Empathetic






KFC[®]



WE'RE SORRY

A chicken restaurant without any chicken. It's not ideal. Huge apologies to our customers, especially those who travelled out of their way to find we were closed. And endless thanks to our KFC team members and our franchise partners for working tirelessly to improve the situation. It's been a hell of a week, but we're making progress, and every day more and more fresh chicken is being delivered to our restaurants. Thank you for bearing with us.

Visit kfc.co.uk/crossed-the-road for details about your local restaurant.

 **Matt Jones** @MattS3AdAgency · Feb 23
This KFC apology ad is so good it's almost worth running out of chicken for! 🍗
#KFCcrisis

 **W** @Wcommlondon · Feb 23
Perfect response to a crisis. Say sorry, do it with humour and come out with increased sentiment for the brand 👍 #KFCcrisis

 **Michael Gillett** | #WIMVP @MichaelGillett · Feb 23
What an amazing ad this is by @KFC_UKI #KFCcrisis #FCKcrisis 🙌



WHAT HAPPENS WHEN YOU NAIL IT?

Your customers love you...




 **shelley293**
Adelaide, Australia

Reviewed 8 July 2018 via mobile


Above and beyond

We had the best time at Jam B&B! Julie and Marcus were extremely accomodating, friendly, authentic and generous. We felt as though we were staying at a friend's house. They even welded up one of our camper trailers when damaged. This place is a must stay. Underground, warm, safe and friendly, this place beats staying at a hotel anyday. We definitely want to return to cooper pedy and stay here again!

 **Nicola Bell**
1 review


★★★★★ a month ago

I have been going to Lee's for almost 30 years since I was a baby! The staff remember you and make you feel like family and the food is amazing! The lamb pancakes are to die for!


 **Gloria**
@ThisIsTechChat

Follow

My hero for today! This lady encouraged me to pump on the flight and did everything in her power to make me feel comfortable. Please help me give her the credit she deserves and RT! [#realheroes](#) [@Delta](#) [#flydelta](#) [#EqualityForAll](#) [#feminist](#) [#pumpingmom](#) [#normalizebreastfeeding](#)



7:55 PM - 28 Sep 2018 from Hartsfield-Jackson Atlanta International Airport Security Office

 **Jason Byway**
@Jbyway

Follow

[@Qantas](#) I want to provide a shout out and thanks to Heather and Ben in Qantas [#first](#) lounge front counter in Melbourne. Great staff who handled the [#qf49](#) delays extremely well. Going to get some sleep myself and hope they get some rest too [#overtime](#)

10:40 AM - 29 Sep 2018

 **Global Mindfulness Collective**
@GlobalMindColl

Follow

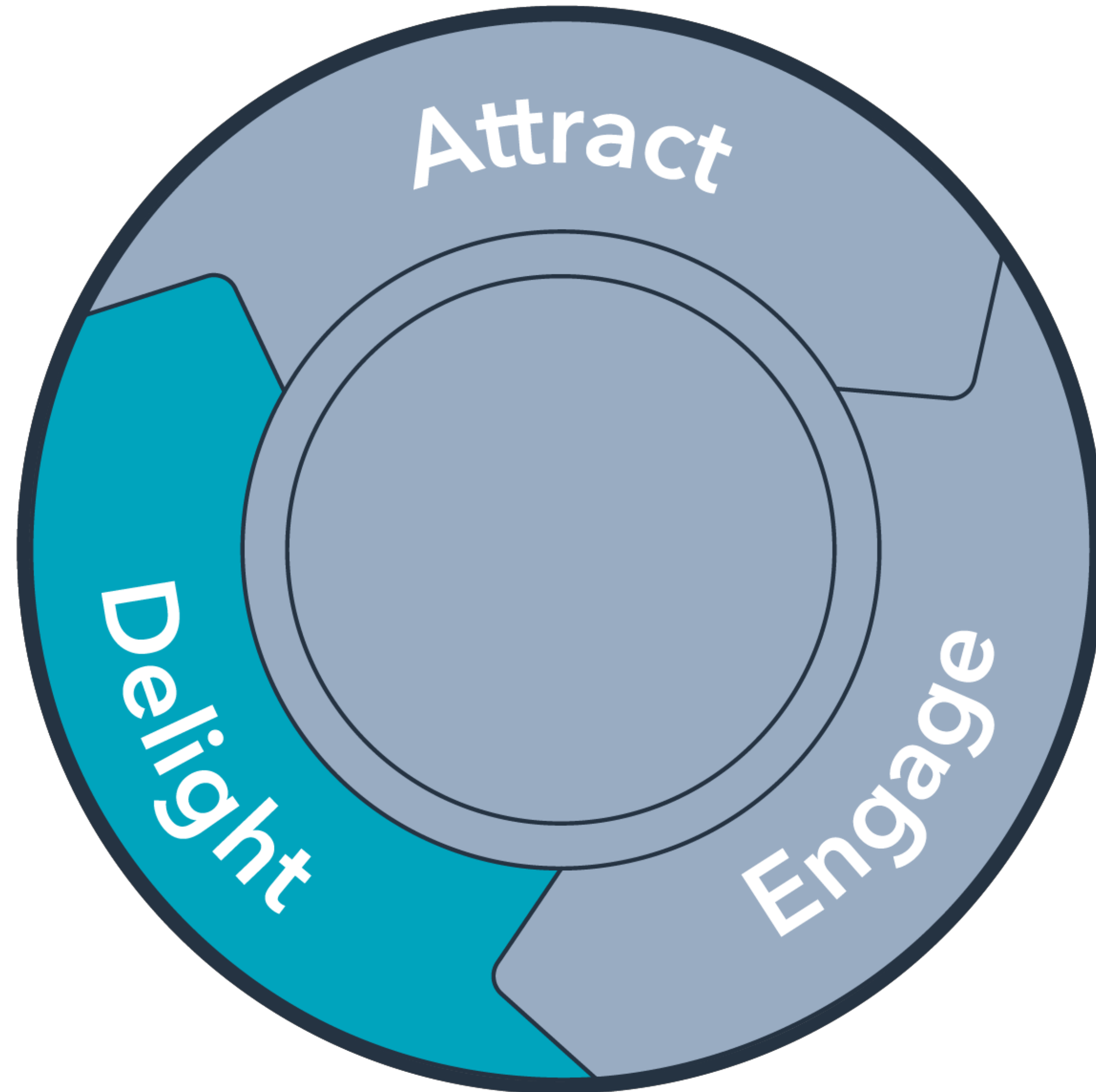
Just sayin'...Ben & Jerry's have mastered the absolute best [#nondairy](#) ice cream I've ever had. PB&Cookie & coffeel caramel fudge are to die for [#OnPoint](#) [#guiltfree](#) [#icecream](#) [#lactosefree](#) [#MondayMood](#) [#MondayThoughts](#) [#MondayMotivation](#) [@benandjerrys](#) [@benandjerrysUK](#) [@BenAndJerrysOz](#)

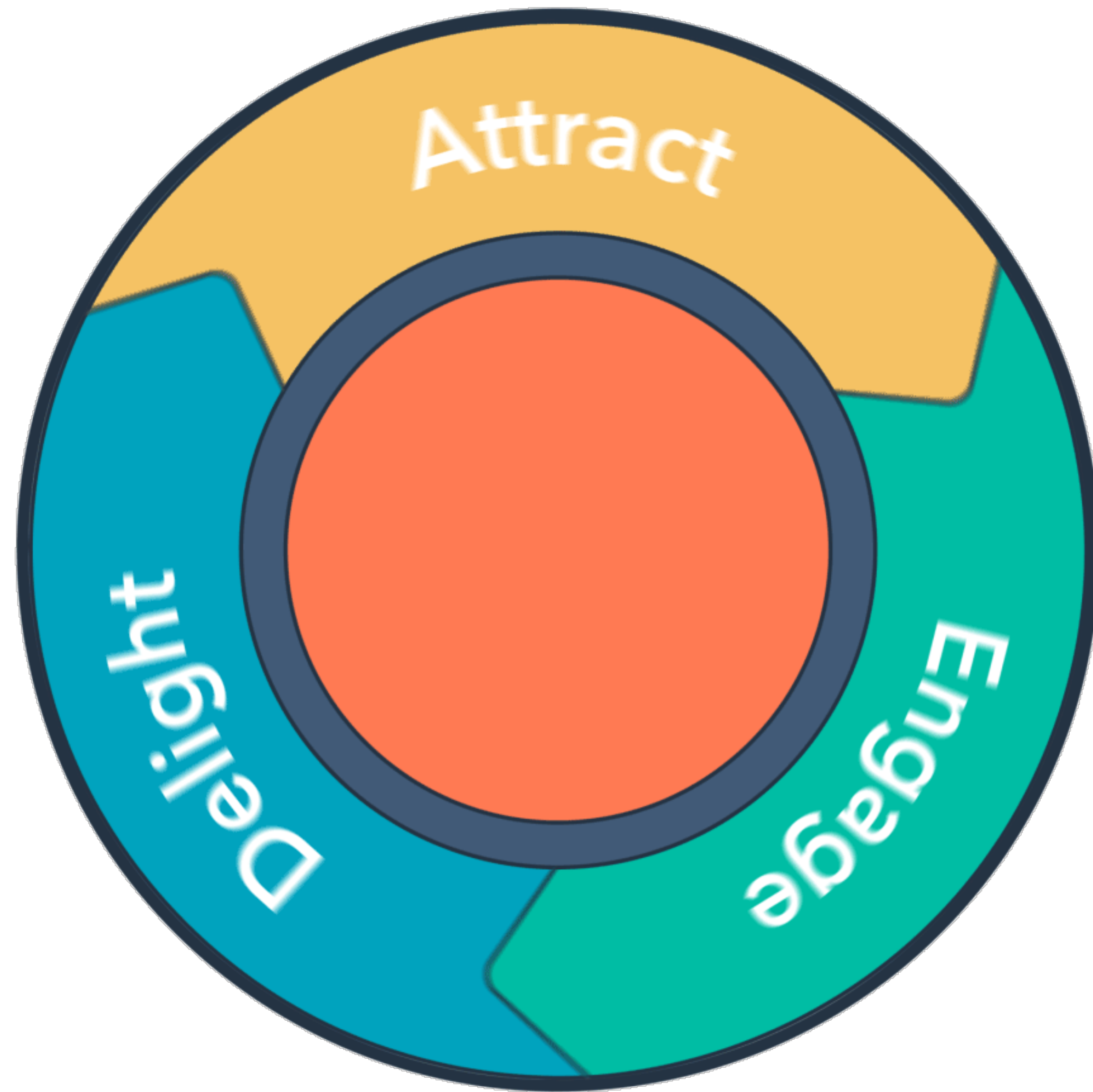
11:19 AM - 10 Sep 2018 from Barrie, Ontario



And they tell anyone who'll listen







Your flywheel spins faster...



YOU WON'T
SUCCEED
UNLESS YOUR
CUSTOMERS DO

But what it really comes down to...

DO THE **RIGHT** THING

DO THE **RIGHT** THING
EVEN WHEN IT'S HARD.

**DO THE RIGHT THING
EVEN WHEN IT'S HARD.**

ESPECIALLY WHEN IT'S HARD.

NEXT UP



NETWORKING LUNCH



Still to come...

1:20 - 1:50

**Grow Better Panel: Attract, Engage, Delight:
Building an (Employer) Brand That People Love**

Keynote Room



**A Model for Success: Atlassian's Research on
Building High Performing Teams**

Breakout 3, Mezzanine Level



2:00 - 2:30

HubSpot Customer of the Year Award

Keynote Room



A Closing Conversation: Lessons in Leadership, Resilience, and Forging Your Own Path



Olivia Ruello
CEO



Ronni Kahn AO
Founder & CEO



Sabrina Bethunin
Co-Founder & CEO



NETWORKING LUNCH

