Meet Service Hub 2.0

Starting Shortly!



Did you know HubSpot recently launched its first podcast for Aussie and Kiwi's?

Unconventional Business can be found on Apple or Spotify, or at <u>unconventionalbusiness.com.au</u>











Meet Service Hub 2.0



Guy Richards

Growth Specialist HubSpot



Usman Hijazi

Principal Growth Specialist HubSpot



Housekeeping

- We're recording the session and will send it to you, along with the slides and other assets.
- There will be time for questions at the end and we'll get to as many as we can
- Make sure you use the Q&A box, not the chat box, as that isn't being monitored
- If you do have any follow-up questions after the session, book time in with your Inbound Growth Specialist and they'll be happy to answer them



Today's Agenda

- 1. Customer Experience
- 2. Introduction to Service Hub
- 3. Demo Time & What's New?
- 4. Panel
- 5. Q&A

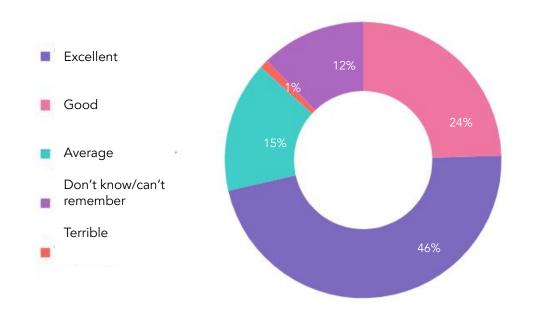






Rating the customer experience

Thinking about a recent purchase over \$300, how would you rate the experience?



24% rated their most recent customer experience as excellent

Base: 1,000 + consumers in Australia

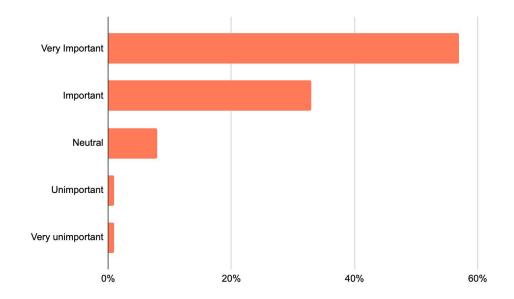
Source: HubSpot Research: Sales and the Customer Experience Sep, 2020



Immediacy

90% of consumers consider an immediate response to be important, if not *very* important, when reaching out to a representative

How important is an immediate response?





Base: 1,000 + consumers in Australia, US, UK, and Singapore Source: HubSpot Research: Consumer Customer Support Survey, Q2 218

Customer Service Channels



Phone: Complex or technical oroduct or service queries, escalations



Email:
Onboarding,
product or
account updates



Text: Order confirmations, reminders, status updates, surveys, and offers



Live Chat & Bots: FAQ's, general support questions, product enquiries



Social Media:

Feedback, complaints, reviews



Self Service: Knowledge base, FAQ's, tutorials



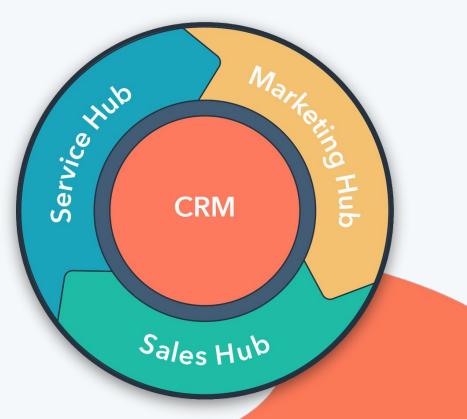
Introducing:

Service Hub

Customer service software that allows you to:

- 1. Build a better customer experience
- 2. Deploy self service solutions
- 3. Grow through customer advocacy

It's how you delight customers.



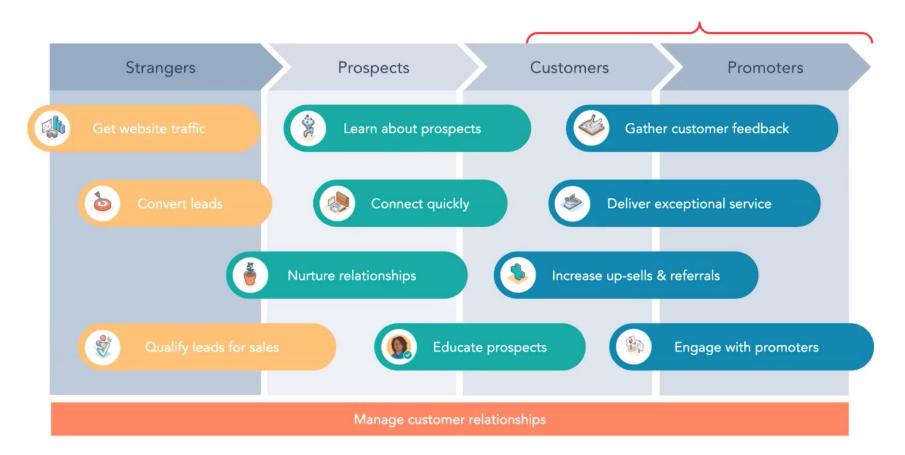




It's Demo Time!



HubSpot Growth Stack Blueprint



ORGANIZE & TRACK CUSTOMER COMMUNICATIONS





Conversations Inbox





Team Email

HELP & DELIGHT CUSTOMERS AT SCALE

Knowledge Base

■ 1:1 Video

Templates

Email Sequences

Task Automation

Ticket Automation

MEASURE & IMPROVE CUSTOMER EXPERIENCE











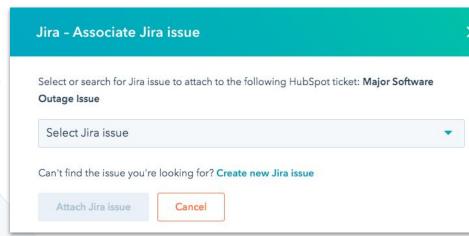
Unite Teams and Channels



JIRA Integration

Create Jira issues from a ticket record, automate and report on tickets using the workflows tool, and more

Available Now | All Product and Plans

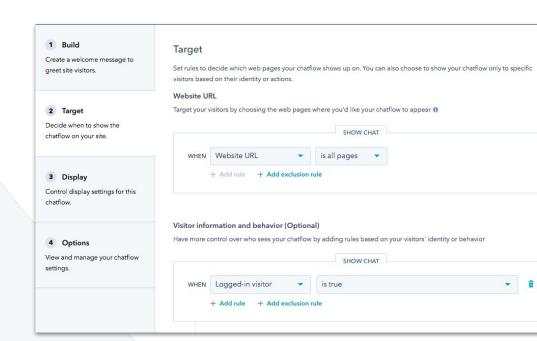




Logged-in Visitor Identification

Automatically identify visitors who are logged in when they chat with your team

Available Now | Professional and Enterprise plans for all products.





Ticket Sidebar in Inbox

See contextual information when responding to conversations in the inbox

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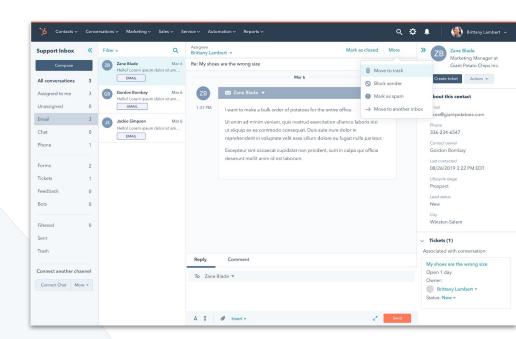




Conversation Forwarding

Move conversations between inboxes

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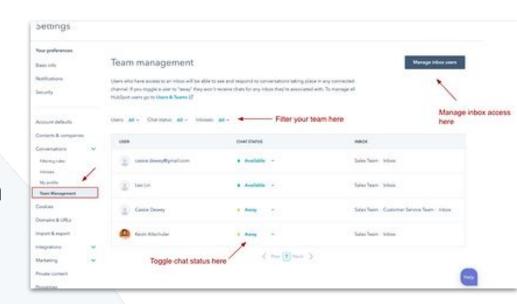
Scale your Support Operations



Advanced Team Management

View and manage agent permissions, status, and availability for live chat all in one place

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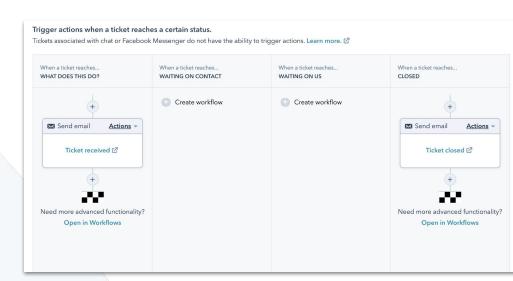




Enhanced Help Desk Automation

Send proactive customer communications through all ticket stages with reliable automation

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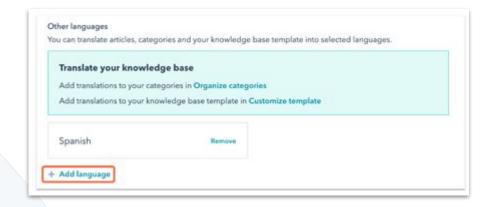




Multi-language Knowledge Base

Provide resources to your customers in their preferred language

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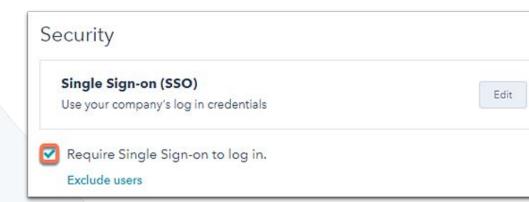
Power Proactive Service



Knowledge Base Single Sign-on

Manage authentication, registration, and access to your content

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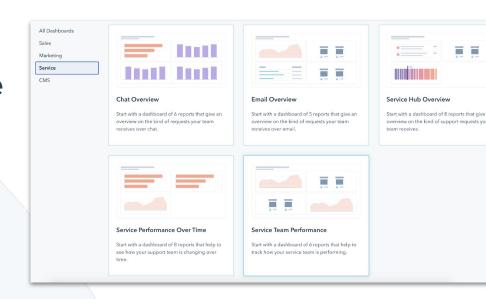




Enhanced Reporting Dashboards

Track and gather insights, like conversations volume and response rates, and filter by inbox and chatflow type

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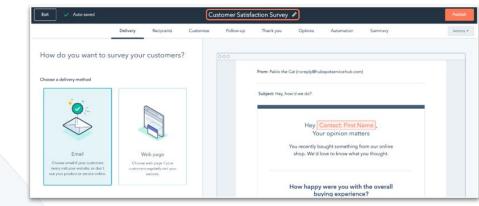




Custom Surveys

Create feedback surveys with custom questions of your choice

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Panel



Meet Our Guests



Tayla Styles

Communications & Channel Support Manager





Richard Stanners

Senior Application Manager





Questions?





Up Next: Leveraging Marketing Hub Enterprise: Customer Case Studies

Tuesday 20th October, 12:00 PM (AEDT)



Loren Scott



Chris McCarney



John Kilkenny









Thank you

