HubSpot Service Hub
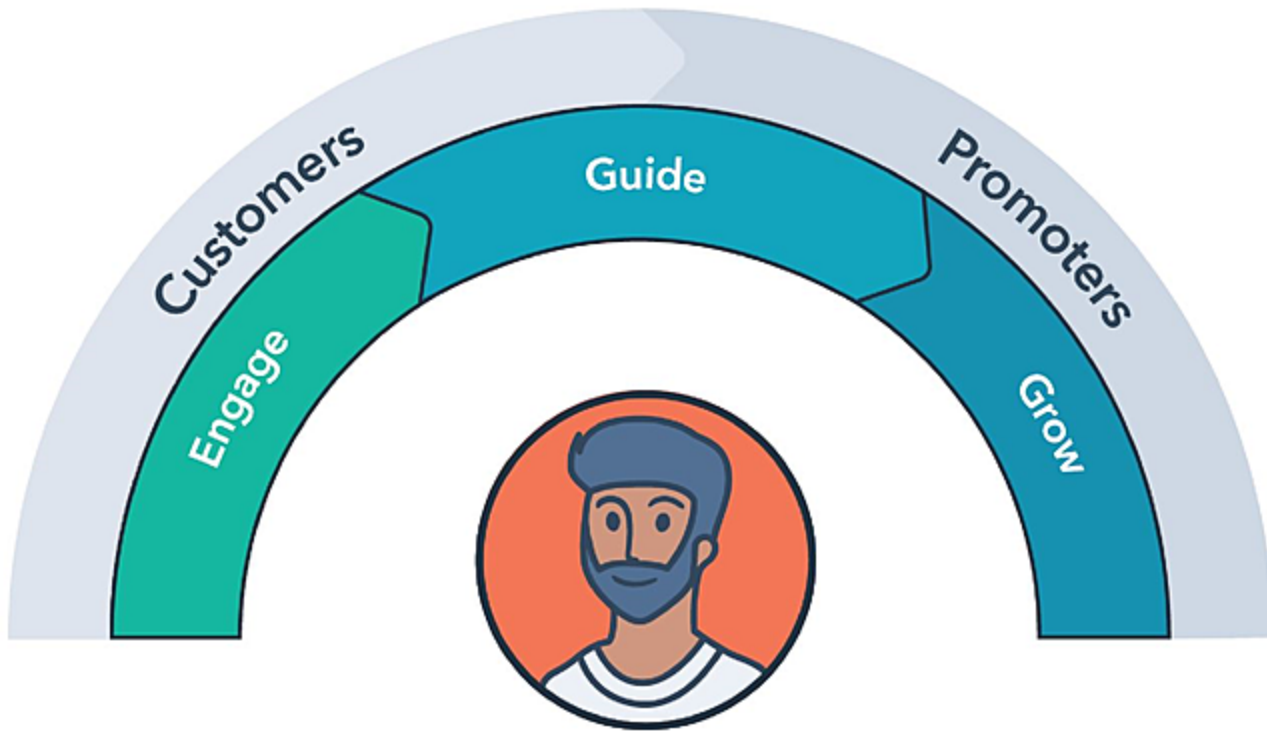
Helping you turn average customers into active promoters that help you grow through their successes.

The Value of HubSpot Service Hub

Customers today are less patient, more skeptical, and have higher expectations. Keeping customers today is a real challenge.

In a world where customers have more control, happy customers are the new secret to growth. This is what the HubSpot Service Hub is built for — to help you turn average customers into active promoters and grow through their successes.

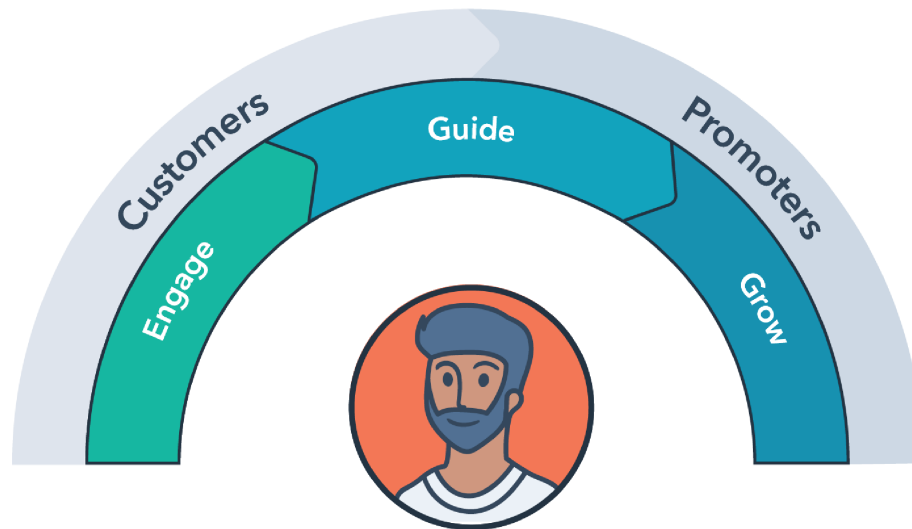This guide describes the features and benefits of the HubSpot Service Hub and how it can help you grow.

We hope you find this information helpful. If you have any questions, feel free to reach me at 800-834-4910 or at inbound281.com.

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Introducing: HubSpot Service Hub

In May of 2018, HubSpot introduced new customer service software 100% focused on a better customer experience: Service Hub. The new tools that make up Service Hub are built to help service teams manage, connect with, and truly understand their customers.

Service Hub is part of a massive push here at HubSpot to build solutions that help you deliver a great experience to your customers. Why? Because right now, we're seeing a seismic shift in customer behavior. Customers today are less patient, more skeptical, and have higher expectations. Keeping customers today is a real challenge, but we've found that in a world where customers have more control, happy customers are the new secret to growth.

This is what Service Hub is built for — to help you turn average customers into active promoters and grow through their successes. To go from funnel, to flywheel.

The Suite is Complete: Marketing, Sales, and Service

Service Hub is built for service teams but because it's part of HubSpot it's united with the Marketing and Sales Hubs. This means all your growth teams — marketing, sales, and service — can now share a single view of the customer, and unite the customer experience. With a single customer record, marketing, sales, and service data is unified into one contact.

What's Inside Service Hub?

The new product offers several new tools within one hub. Let's take a look.

Conversations: Engage more customers with added context.

The first tool you'll see in Service Hub is conversations, a universal inbox that helps all teams collaborate on customer support at scale. Conversations is a stand alone tool that is available in the free CRM, but it's also a core component of Service Hub.

Customers are eager to use new channels to connect with you, like chat and social. They don't love calling or using email as much as they use to. Isolating your approach to support around a single channel, like the phone, discourages customers to reach out because it requires waiting or a complicated process. However, helping customers in a multi-channel way is also hard. It requires you to monitor and manage several channels all at once.

Conversations solves for this by making it easy to add new channels to a universal inbox — all your channels in one dashboard. Email, live chat, and soon many other channels come in as sources, then you and your whole team can collaborate on the messages in one spot. When you respond to a message from the conversations tool, it'll go out via the channel it came in on.

Conversations can be the new home base for your whole team's communications; a single view of the customer for all your teams. It's built on the HubSpot CRM, so it's rich with context about who you're talking to and what you know about them from a marketing, sales, and service standpoint.

Help Desk & Tickets: Meet customers' expectations.

As your business grows and customer demand increases, it gets harder to take the same personal approach to customer service as you once did. Customer questions get lost in email and spreadsheets grow out of control.

Tickets, a new CRM object, offers a way to track, order, collaborate, and deliver on customers' needs and expectations. The ticket object can be associated with a contact, so all your teams will be able to see if a customer has an open issue (a really nice thing to know before someone reaches out for an up-sell, for instance). Tickets also come together to form a ticket board in Service Hub. The ticket board is a new home base for your support team. They can come into the office, see what's on the board for the day, and get to work helping customers and solving problems.

Tickets can automatically be generated from a new support form, conversations, or email. They can then be routed to the right agent and reported on. This motion can help you build a high functioning help desk that makes it easy to scale great service as you grow.

Knowledge Base: Help customers help themselves.

If you've worked in support you know that you can spend a lot of time answering the same question over and over again. It's frustrating, not the best use of your time, nor is it a great customer experience. The solution is to look for trends in tickets and turn common tickets into simple, well-structured articles on your site that automatically index on Google. This is exactly what the knowledge base tool in Service Hub helps you do.

With the knowledge base, you can quickly create articles, make sure they rank on Google, and see valuable insights on a reporting dashboard that tells you how good a given article is at solving customers' issues and deflecting tickets.

Customer Feedback: Survey creation, collection, and audience insights.

All of the previous tools in Service Hub are really aimed at meeting the higher expectations of today's customer, and that's where you should start. However, once you have a good system in place, you can start to move towards more advanced tactics and strategies that will help you turn service into an opportunity for growth.

Kick this off with customer feedback, a tool built to help you better understand your customers. Customer feedback starts with a series of surveys, that you can use to routinely capture qualitative and quantitative feedback from your customers. This can be as simple as a yes-or-no question related to a support experience or a 20-question annual Net Promoter Score® (NPS) survey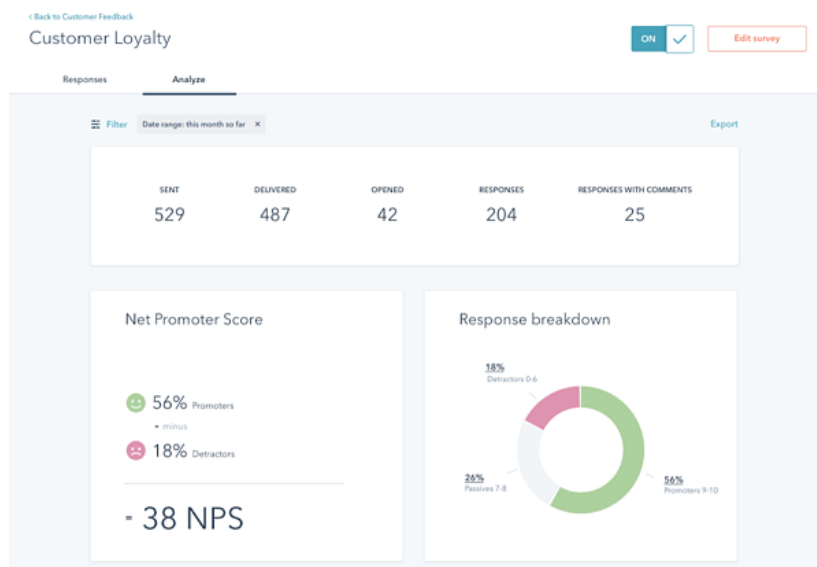. You should build a plan to regularly survey customers, so that you can start to understand common issues they have. For example, maybe all of their frustrations concern onboarding. If that's the case, shift your team's priorities to focus more on that specific part of the customer journey.

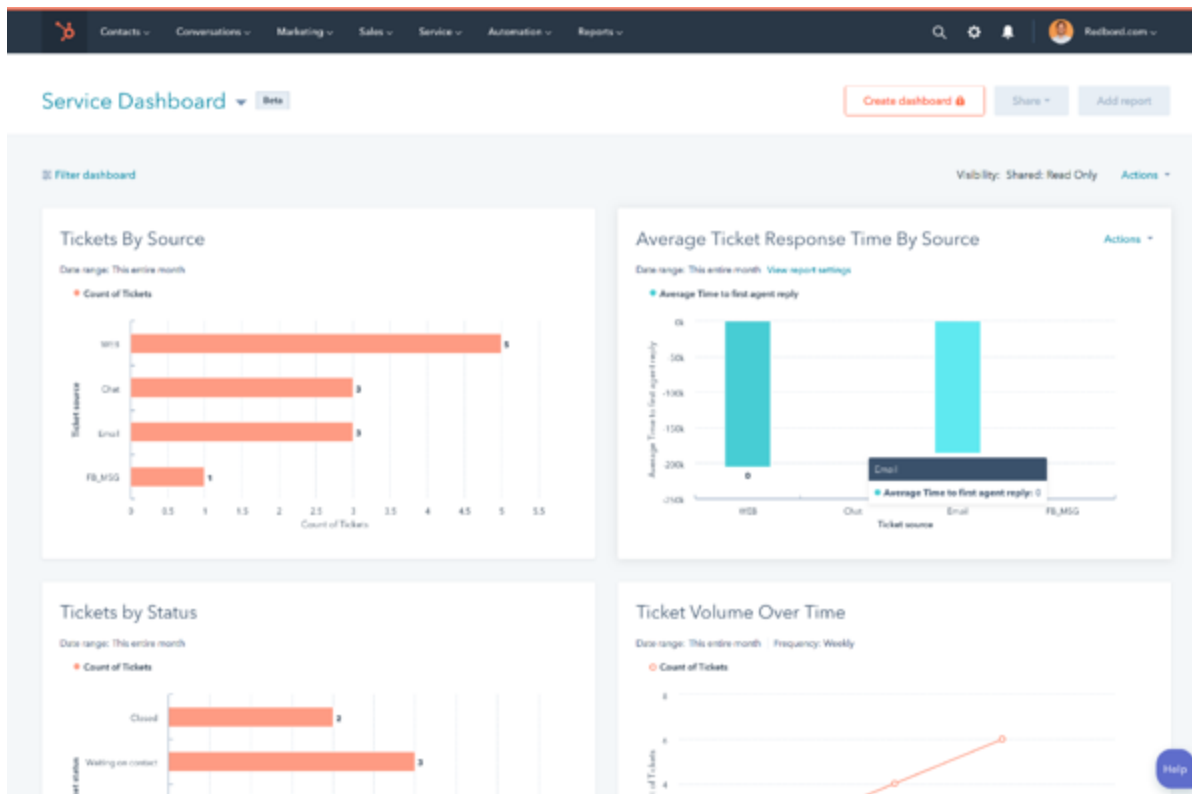With data flowing in on customer happiness you'll also start to figure out who your biggest promoters are. Use that information to build customer marketing campaigns that help these customers tell the world about your product or service. Maybe you ask them to write reviews on a review site, become a case study, share social content, or write a blog post about your company. Today, the customer voice is more influential than ever.
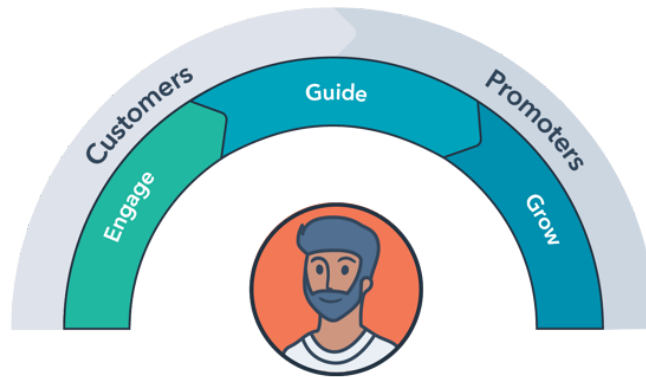
Reporting: A new service dashboard.

With tickets, knowledge base, and customer feedback all working, you'll have a ton of new and valuable data to analyze. That's why we created a new service reporting dashboard. The new dashboard will tell you a number of things.

1. Help desk / Tickets. With your help desk system humming and agents working tickets you'll start to see this data organized in the service reporting dashboard. You'll have access to reports such as: tickets by source, average response time, current tickets by status, and ticket volume over time. These reports will give you a real time window into how busy your support team is, trends in their work, and the channels that are working best.
2. Knowledge base. As you create more knowledge articles and people find them, you'll start to collect data on them in the dashboard. You'll see reports such as views over time, most viewed articles, what people are searching for, and more. Use this data to optimize your library of articles. Maybe expand upon certain helpful articles, or update ones that don't get any views.
3. Customer feedback. With survey data pumping into HubSpot you'll get a number of really important reports such as: NPS over time, feedback over time, and feedback breakdown by sentiment. Consider these reports different ways to view the health of your customer base. These numbers are good to check weekly and take action, but also review them each quarter with your whole team and track them over time. Moving NPS up can take time, so think of it as a marathon not a sprint.

Inbound Service Fundamentals

It takes more than tools to build a successful customer service team or business, that's why we've created a new guide to complement these tools: inbound service fundamentals. This new methodology is the output of years of expertise by some of the top service leaders in the world and will give you the only resource you need to turn customers into promoters who will help you grow better.

It's simple — engage, guide, and grow.

1. Engage. People are looking for more conversational experiences, in their daily lives and with the businesses they work with. Match the way consumers communicate with conversations, a universal inbox that makes it easy to integrate many communications channels like chat, email, and social. Take this approach and you'll have more conversations that go deeper and help you learn more about your customers.
2. Guide. When you're having great conversations and soliciting customer feedback you're going to learn a lot: what customers need, what they don't need, and what makes some more successful than others. Use that information to shape how you help customers, where you deploy your resources, and build best practices. These proactive solutions will guide your customers towards success.
3. Grow. Once you've completed the first two steps and start to have successful customers, it's time to ask them to tell your story. Use customer feedback to identify your top promoters and get them involved in customer marketing activities. This could mean a case study program, a workflow that triggers when someone has a high NPS and asks them to fill out a review, and much more.

The secret to growth today is to move from the traditional growth funnel towards a flywheel. One that puts your customers at the center of your business. It's our goal to help you grow better, and Service Hub is the next big step.

About Inbound 281

A Growth Agency

Inbound 281 is a full-service, growth-focused digital marketing agency. We help businesses grow by improving their marketing to increase sales, revenue and profits.

We help owners, marketers and sales managers who are looking for new ideas to help sales hit their targets. Often times they are frustrated that, after all the time, efforts and money they have invested, they're still not getting the results they were expecting.

Our sights are set on lead acquisition, lead conversion, and conversion rate optimization.

We specialize in multi-channel digital marketing, including content marketing, web design and development, SEO, pay per click, and social media.

Ready for a Conversation?

What's your dream result? Let's get the digital marketing conversation started!

Looking for new customer acquisition, lead generation, client engagement or a competitive advantage? We're ready to learn more about your goals so we can help you build a Marketing Road Map to help you achieve your goals.

Schedule a Conversation

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