Unlocking **Customer Delight** with HubSpot Service Hub.

8 October 2025

HubSpot

Do better_Be better.

SPITFIRE

Introduction

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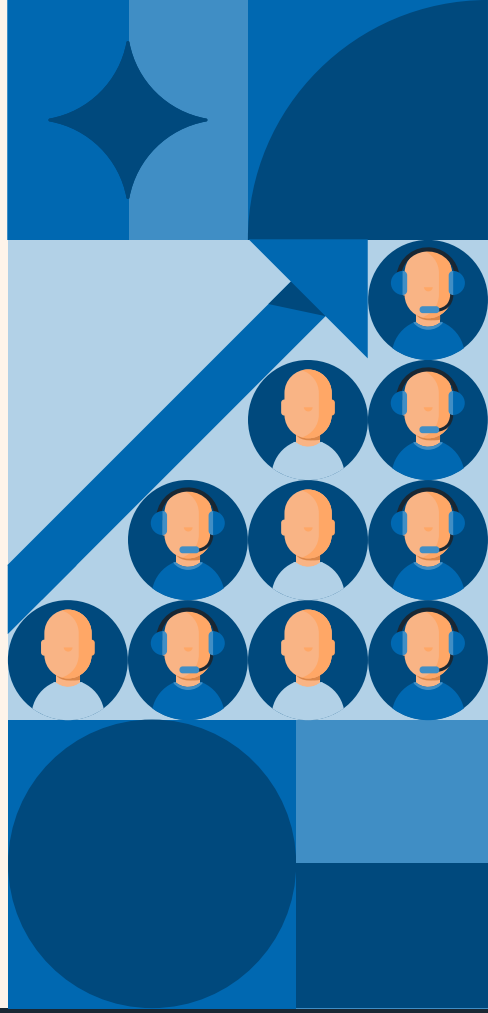
HubSpot

Agenda

- Service Hub Presentation
- Panel discussion
- Q&A

For the last decade, **customer service delivery has relied on headcount**.

It’s been a **linear growth** formula - the more customers you earn, the more reps you hire to serve them.



The **Old** Way

More **Reps**

Headcount by default

Isolated **Tools**

Limited insights

Closing **Tickets**

Meeting expectations

Cost Center

Disrupted by:

- Low CSAT
- AI
- Evolving goals
- Incomplete customer profiles

The **New** Way

AI-Empowered **Reps**

Digital by design

Unified **Platform**

360 customer insights

Retain & Grow **Customers**

Delivering value

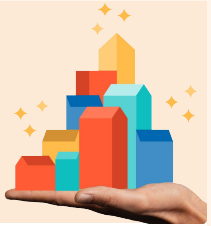
Revenue Driver

Driven by:

- Retention & usage
- Increased simplicity
- Rep effectiveness
- Unified source of truth

Pain	Business Impact	The Solution
Customers expect faster support, but resources are flat.	Declining CSAT and support rep frustration.	Resolve issues 24/7 with **AI Chatbot**, optimize your support org with **advanced SLAs, skills-based routing,** and an **omnichannel help desk.**
CX tech is siloed, and the customer journey is fragmented.	Internal friction from too many sources of truth.	Provide **360 clarity** to your marketing, sales, and service teams through a **unified CRM**, and empower your reps with **AI-powered recommendations.**
It's hard to retain customers long-term.	Lost revenue from customers churning.	Grow proactively with the **customer success workspace**, and uncover insights to drive revenue expansion and **product usage.**

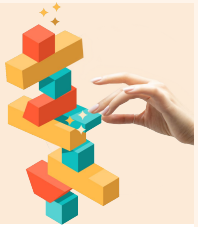
Easy to use. Easy to love.



Leader on G2

A tool your teams *want* to use

Crafted, not cobbled.



Built on HubSpot

A Smart CRM that doesn't require middleware

Purpose-built to scale and grow.

Built for CX Teams

Empowering you with software & Academy courses

Service Hub

It's AI-first, it's omnichannel, and it ushers in a new era of customer service.

With Service Hub, you can scale support, drive retention, and increase customer value - all in one place.

Scale support with AI

13x
Faster ticket resolution times

Drive proactive retention

83%
Experience increased retention

To win in this landscape, CX leaders must

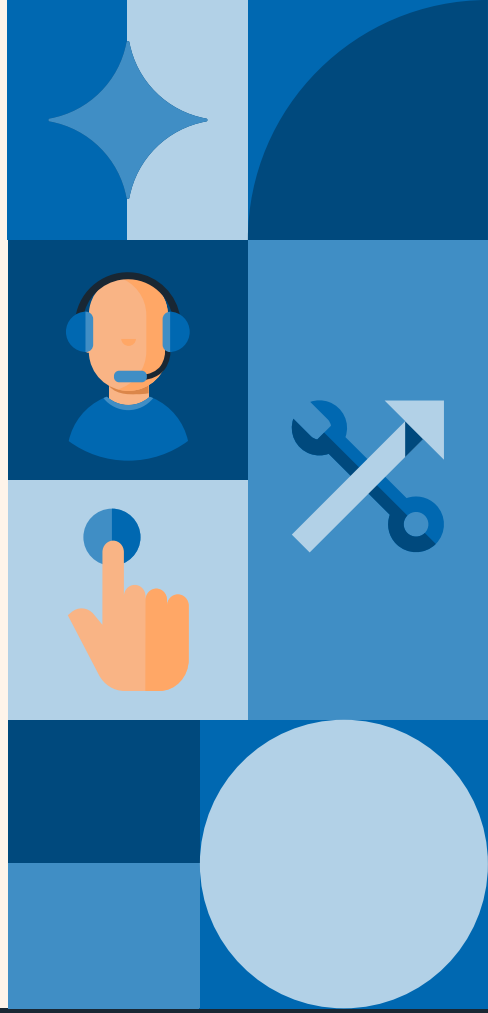
...scale personalized service

...across every channel

...while increasing retention

Service Hub

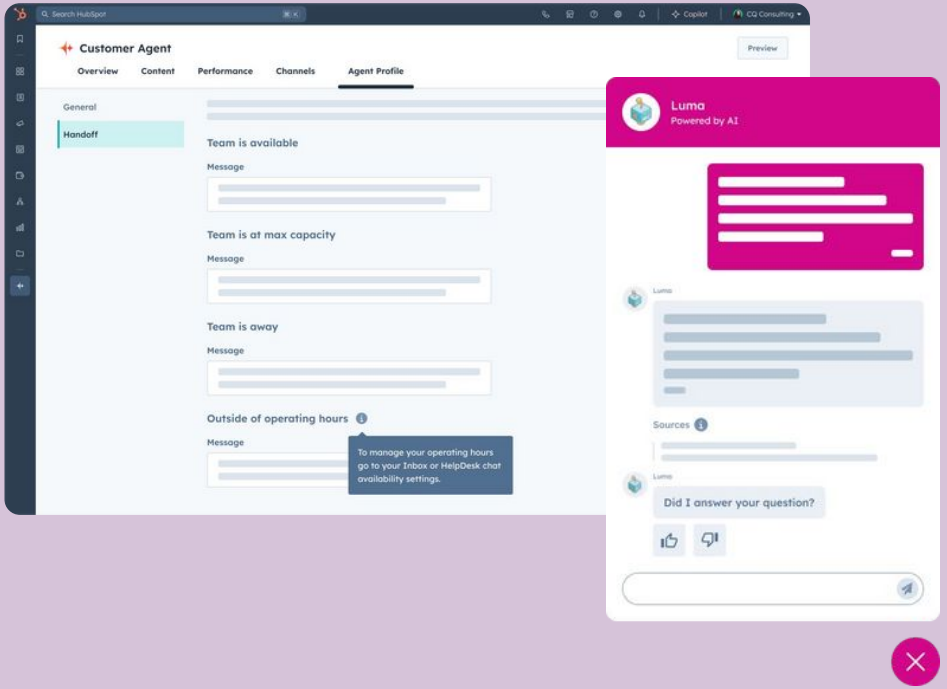
Features



SCALE SUPPORT

Breeze Customer Agent

Cut support volume, increase efficiency and resolve customer queries 24/7 with a GPT-powered AI Agent. Use your knowledge base, website, short answers, and PDFs as a repository of information, ensuring a safe and seamless AI-powered experience for your customers.



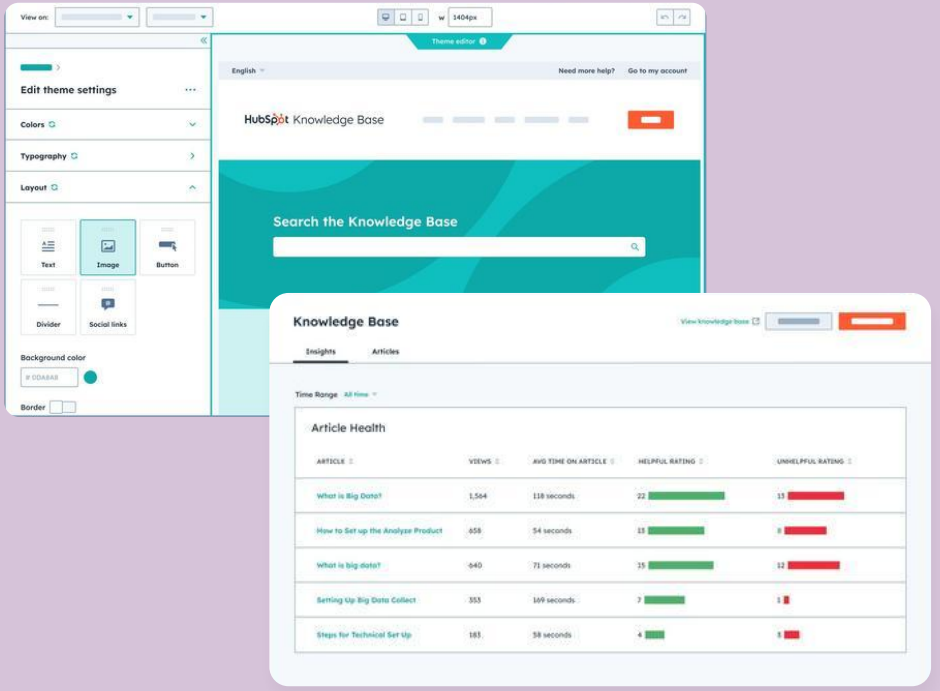
Professional+

AI-Powered

SCALE SUPPORT

Knowledge Base

Help customers help themselves, reducing your number of support requests. Create up to 25* search optimized knowledge bases for your unique brand or audiences, filled with help articles, videos, and documentation. Collect feedback on articles and analyzes search patterns to improve your articles.



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*Service Hub Enterprise only

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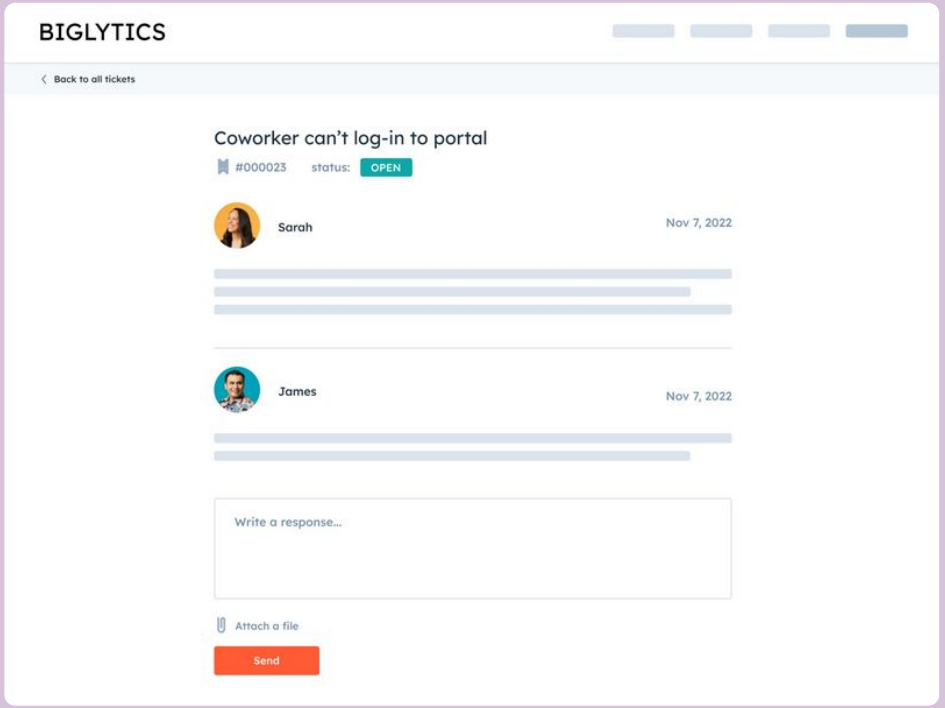
SCALE SUPPORT

Customer Portal

Your customers have more control over their customer service experience with a secure place to view, open, and reply to their support tickets.



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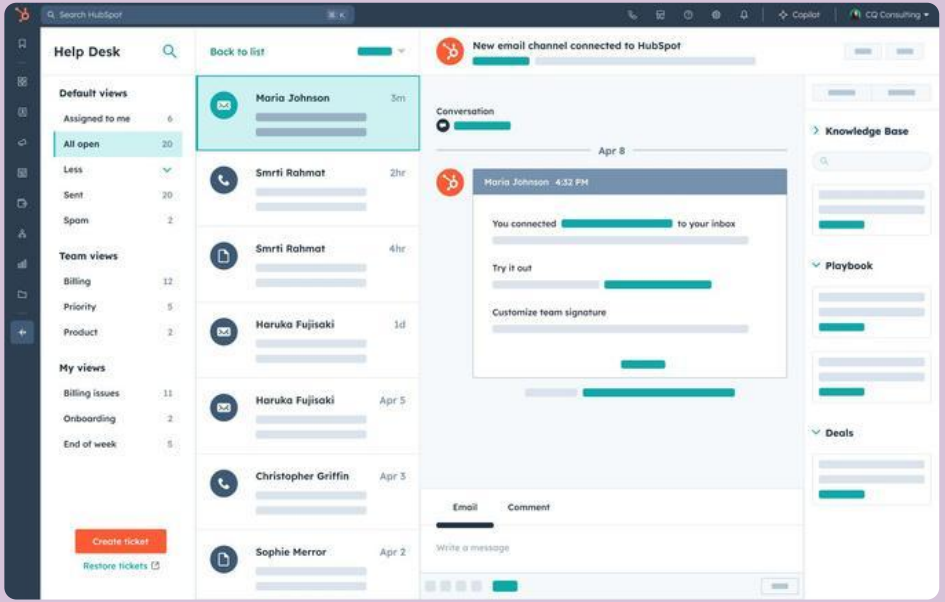
SCALE SUPPORT

Help Desk

Scale support with the AI-powered Help Desk Workspace that connects your tickets and conversations all in one place. Drive personalized support on any channel, report on your progress against SLAs, and utilize the knowledge panel to empower 360 intelligence for your support reps.



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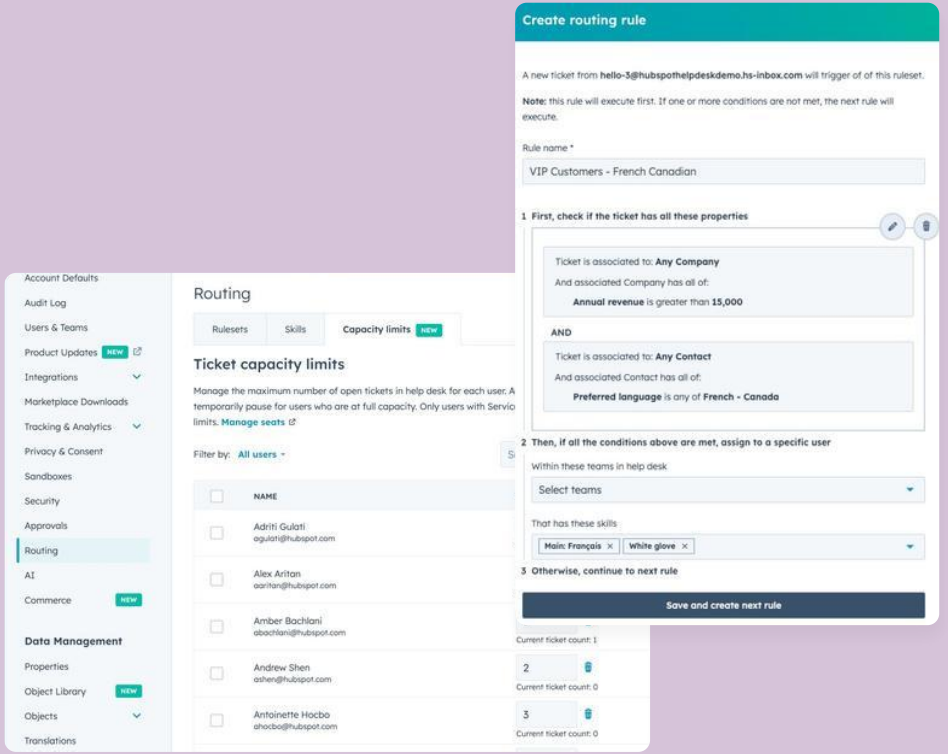
SCALE SUPPORT

Skills-Based Routing

Route tickets based on skill (language, tier, etc.) to ensure customers are connected with the right Agent the first time.



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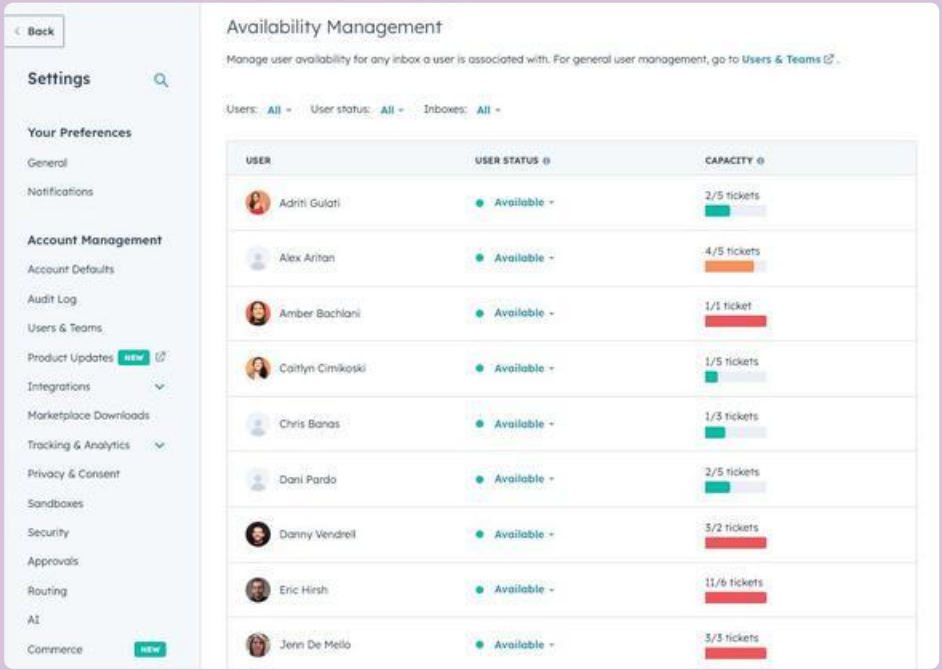
SCALE SUPPORT

Capacity Limits

Set capacity limits at the user level to balance distribution. Top Agents can handle more tickets while providing a manageable workload for new hires.



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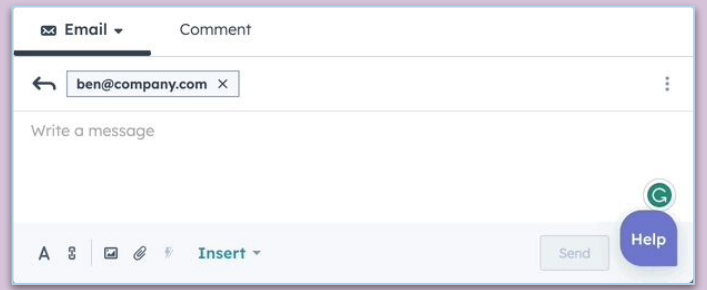
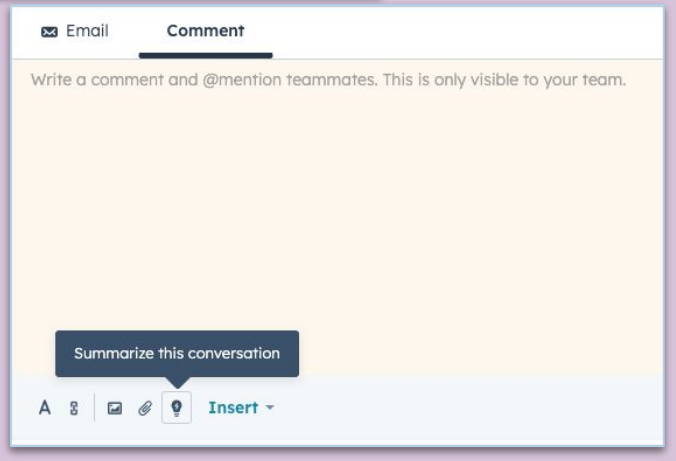
SCALE SUPPORT

Breeze Content Assistant

Automatic AI-generated ticket summaries help your team triage long threads quickly and move onto the next ticket faster. Plus, AI-powered reply recommendations based on ticket context speed up time-to-reply.





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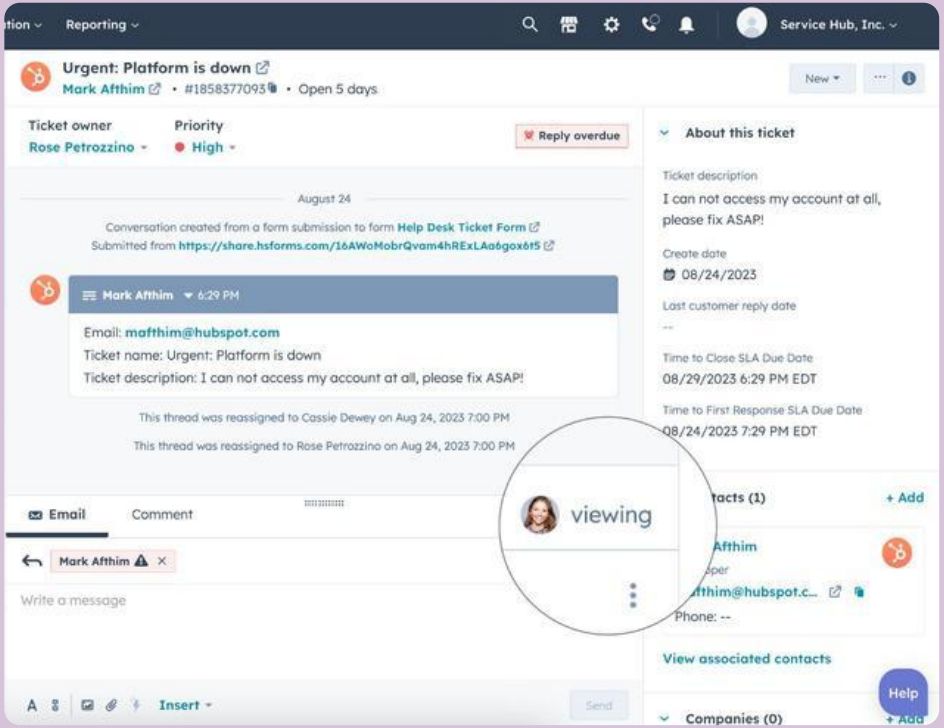
AI-Powered

SCALE SUPPORT

Agent Presence

Reduce duplicative work, and ensure multiple agents aren't working on the same ticket at the same time. With Agent Presence, support agents working out of Help Desk will see icons for other agents who are viewing the same ticket.



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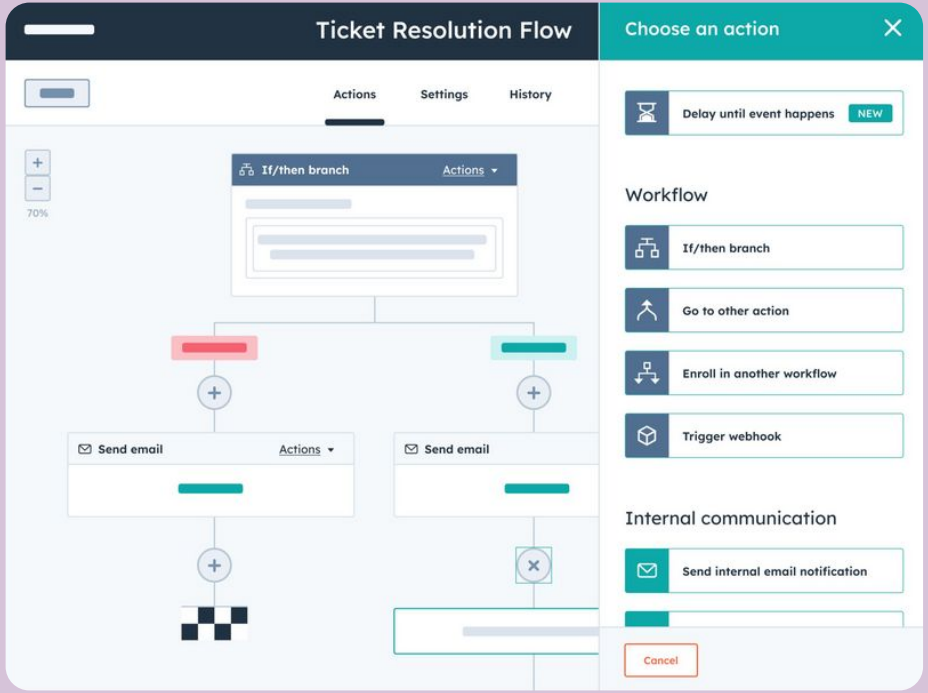
SCALE SUPPORT

Ticket Automation

Help Desk has many of the essential automation features that support teams love, like automation based on status, customer or agent responses, ticket acknowledgement and closed ticket emails.



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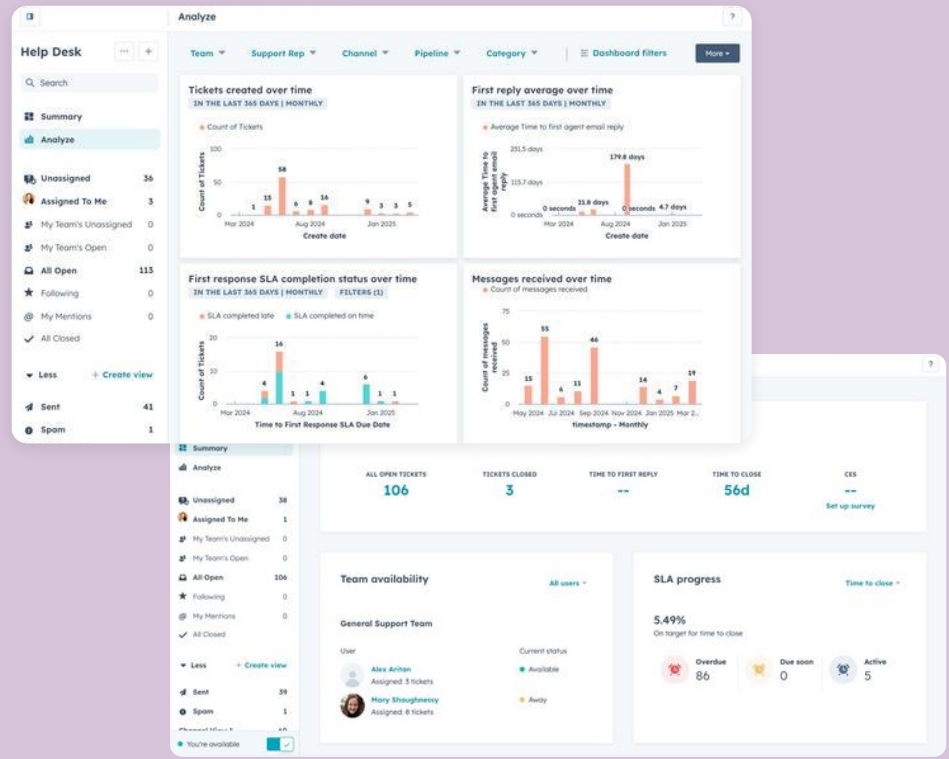
SCALE SUPPORT

Service Analytics

Uncover key insights from within the Help Desk with out-of-the-box reports that help you deliver service that is both efficient and authentic. Track your most important metrics with our service analytics: CSAT, average time to close ticket, chat wait time, and support volume.



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84%

83%

experience increased CSAT

experience increased retention

Drive

Retention

Use our all-new Customer Success Workspace to keep your customers smiling from ear to ear.

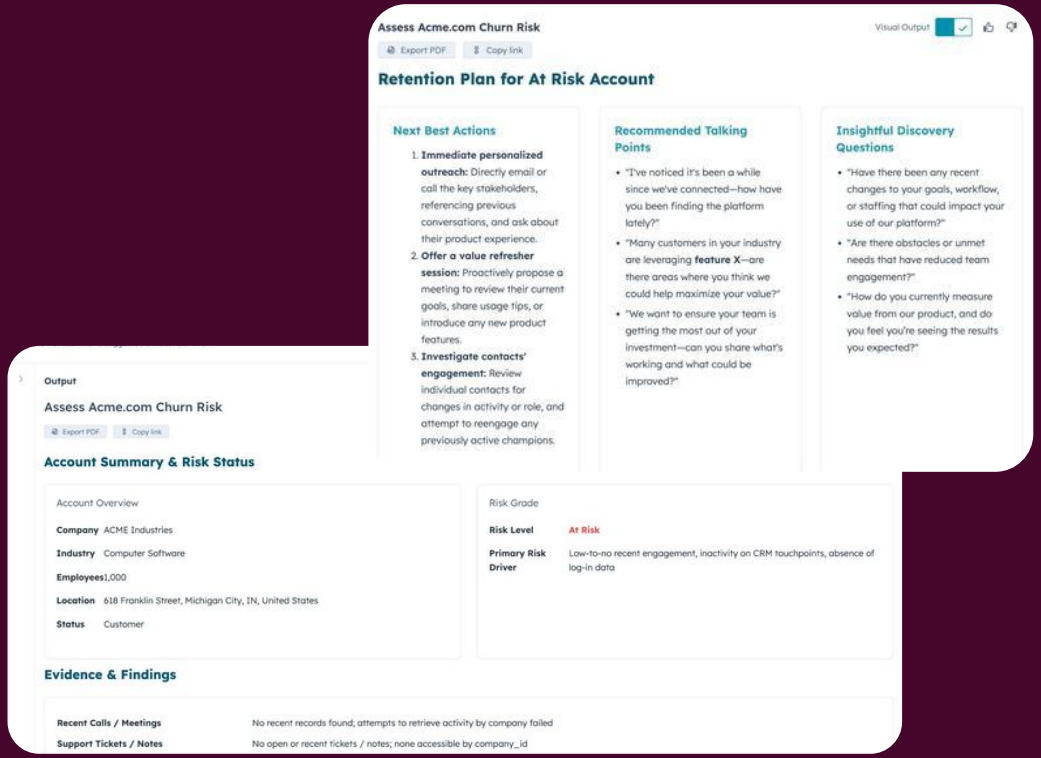
Proactively manage your book of business with actionable insights, customer health scores, and real-time usage data.

Service Hub®

Beta

Breeze Customer Health Agent

Create a customer retention plan with next best actions, recommended talking points, email templates, and more. Save CSMs time to retain and grow customers.



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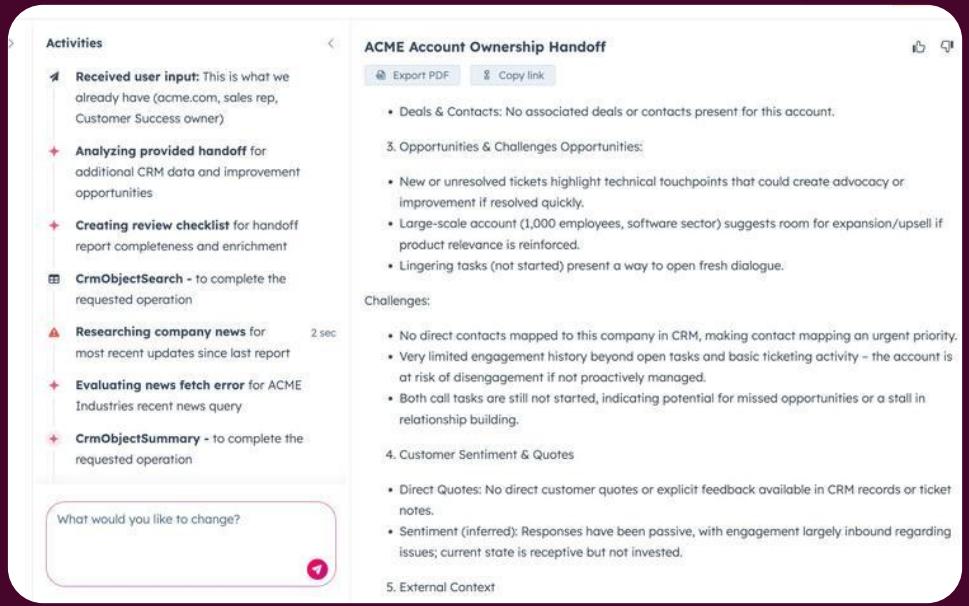
Service Hub®

Beta

Breeze Customer Handoff Agent

Ensure a seamless transition across the customer journey - with no detail left behind. The agent handles the information transfer so teams can focus on personalized customer engagements.



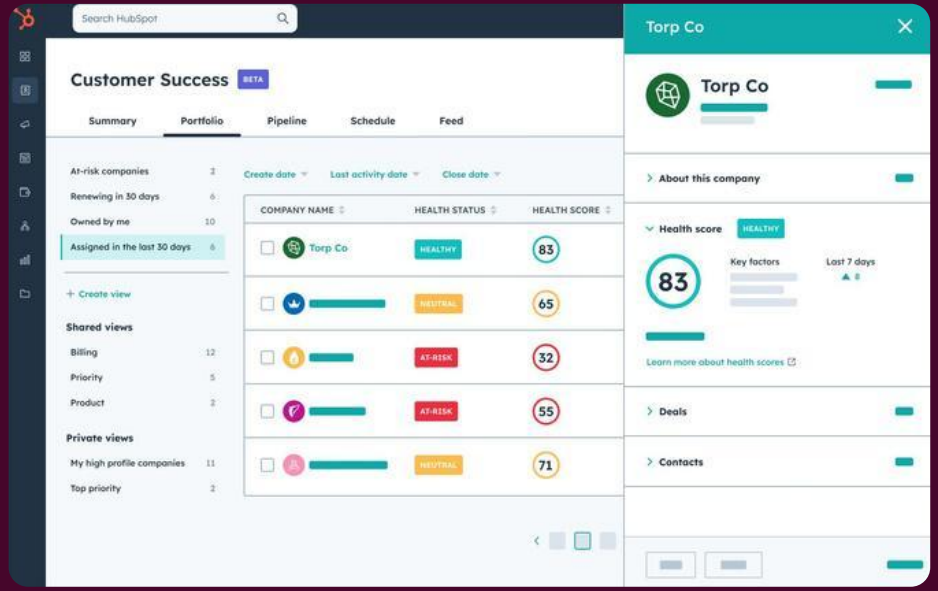
Starter+

AI-Powered

DRIVE RETENTION

Customer Success Workspace

Drive proactive customer value and empower reps to manage their entire book of business in one place, with the new customer success workspace.



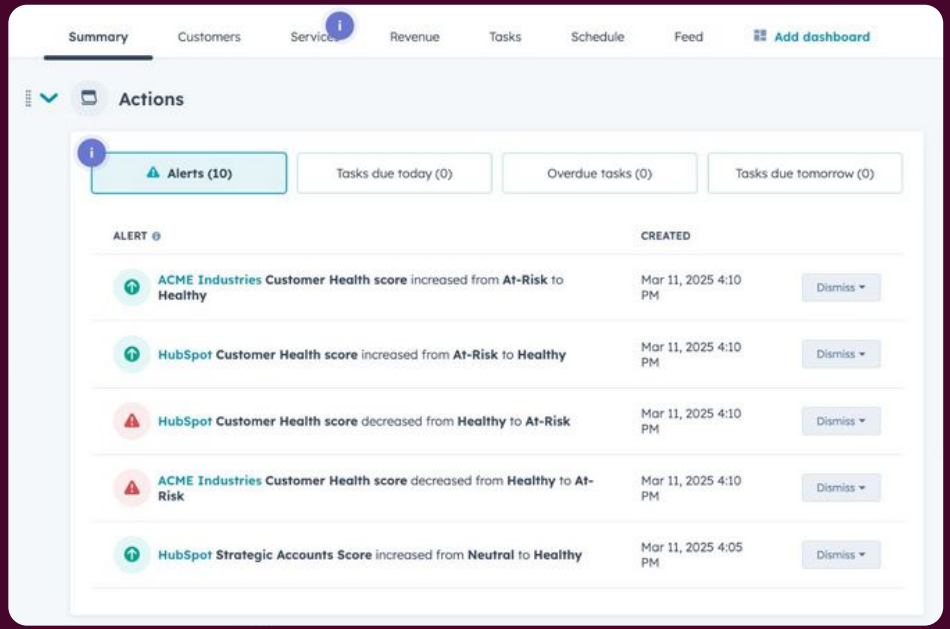
Professional+

Seat Required

DRIVE RETENTION

Health Score Alerts

Receive alerts when health scores change status, ensuring your team has real-time information to make decisions. Create a score based on a company, contact, or custom object.



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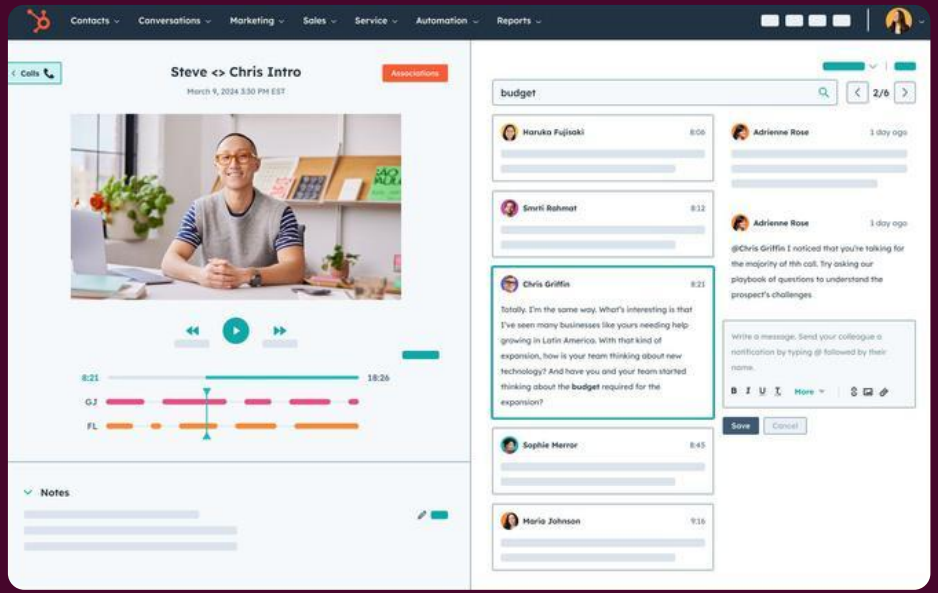
DRIVE RETENTION

Conversation Intelligence

Leverage AI to gain insight into contents of your calls. Automatically track terms of interest, and build reports based on call content. Apply Conversation Intelligence to your calls placed through HubSpot Calling, Zoom, JustCall, Kixie, and more.



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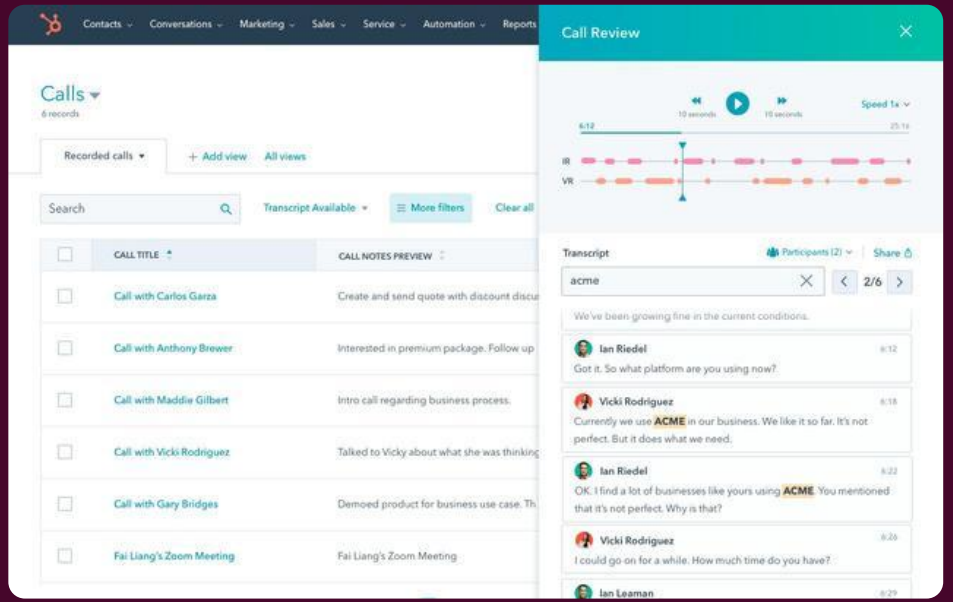
DRIVE RETENTION

Call Transcription & Coaching

Gain real-time insight into calls with automatic recording and transcription to help you coach your team and gain visibility into your customer conversations.



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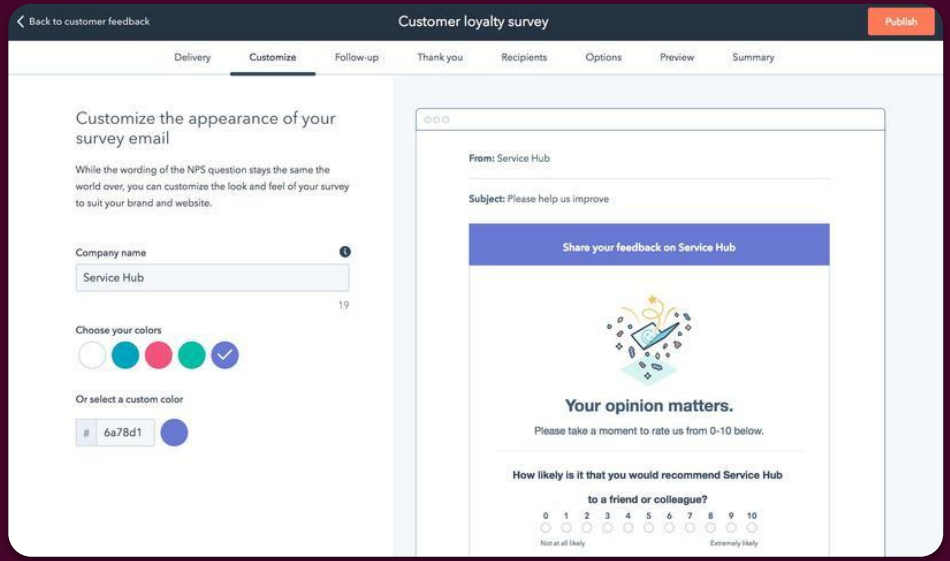
DRIVE RETENTION

Customer Feedback Surveys

Deploy pre-built feedback surveys that track key customer service KPIs (Net Promoter Score, Customer Experience Score, Customer Satisfaction) and follow up with customers automatically based on their response.



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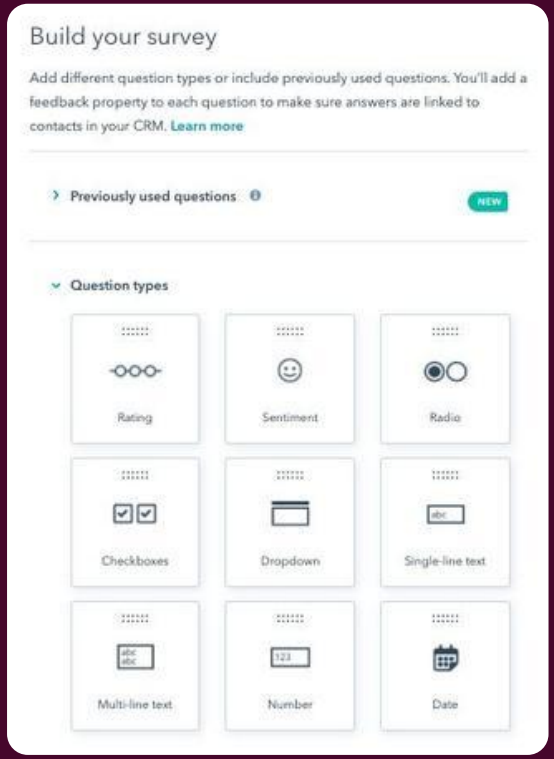
DRIVE RETENTION

Custom Surveys

Tailor your survey to your business needs with a diverse array of question types and a customizable template. Send surveys via web link or email, then share insights with your teams so you can deepen customer relationships and improve retention.



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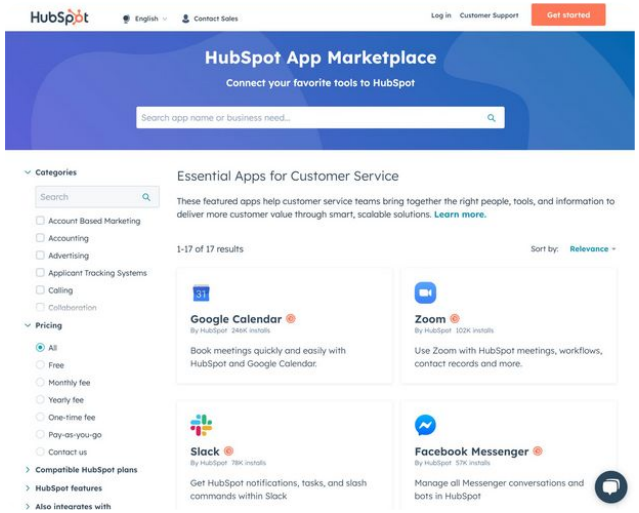
HubSpot App Marketplace

Featuring essential appsto alignyour teams, tools,and data on a unified customer service, so you can connect with customers in an effective and meaningful way.



01

Aircall

Handle inbound customer calls with Aircall integration from the Help Desk Workspace.

02

What sApp

Manage WhatsApp conversations in HubSpot's shared inbox and automate personalized messages.

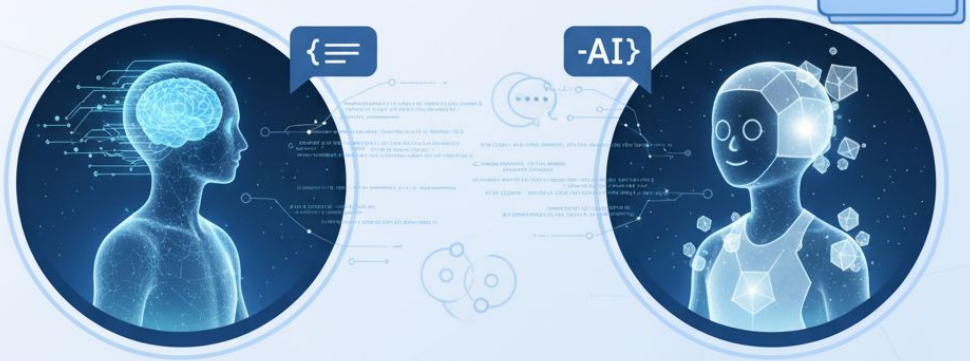
03

Amplitude

Get proactive customer insights with this improved integration that syncs product usage data with HubSpot.

NotebookLM Panel Discussion

Exploring the Future of Research & Writing

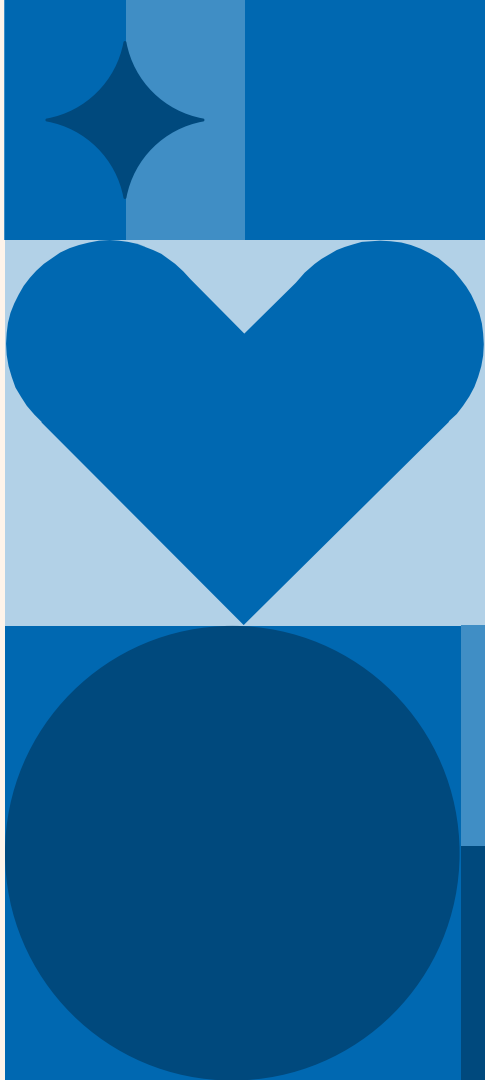


Host A
AI Research Lead

Host B: ResearCom -
Generative Writing Expert

Hosted by NotebookLM - Unlock New Insights

Q&A



Thank You

HubSpot

Do better_Be better.

SPITFIRE