Service Hub

Product Overview for Partners

What you'll find in this deck

This deck provides a 'product overview' of Service Hub. It's a great starting place to get an introduction with resources that will **help you understand the product before you begin selling it.**

This deck includes:
- [Positioning](#)
- [Product Market Fit](#)
- [Buyer personas](#)
- [Features](#)
- [Key product resources](#)

What you won't find in this deck are selling resources, collateral, and implementation or support resources. Please refer to the Service Hub partner resource page or seismic (if eligible) to find collateral and training.

Service Hub®

Service Hub Positioning

To ensure consistency and clarity in our messaging, please use the Service Hub positioning as an input in Service Hub marketing materials, content and campaigns.
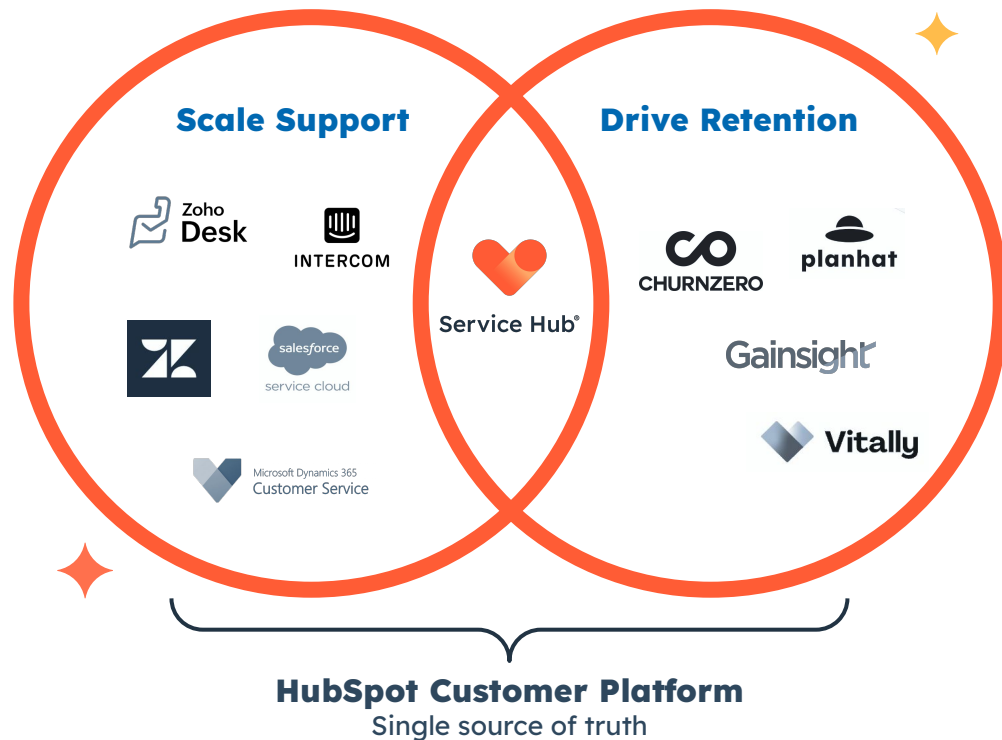
Positioning Statement

Service Hub is the only AI-powered customer service solution that can deliver delightful **support at scale** with unified customer insights to **drive retention**.

Service Hub®

Positioning

PRODUCT NAME	**Service Hub**
PRODUCT TIERS	Service Hub Free, Service Hub Starter, Service Hub Professional, and Service Hub Enterprise.
TARGET MARKETS	Customer Support & Success Teams (2 - 2,000)
ENEMY	But in today's world, retention has stagnated, budgets are reduced, headcount is constrained and customers demand more. CX leaders can't rely on their old ratio of reps to resolutions to scale growth. They need a reimagined playbook - that helps them drive exponential growth. Today's solutions are temporary band-aids. The best options to become more efficient are via an endless number of tools that are fragmented by design.
KEY BENEFIT	1. Help customers faster, with AI-powered self-service and an omnichannel help desk. 2. Grow customers smarter, with proactive tools that increase retention.

💗 Service Hub®

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

♥ Service Hub®

Service Hub Positioning Ladder

Core Message

Service Hub is the only AI-powered customer service solution that can deliver delightful support at scale with unified customer insights.

Use Cases

Scale Support

Drive Retention

Benefits

Help customers faster, with AI-powered self-service and an omnichannel help desk.

Grow customers smarter, with proactive tools that increase retention.

Proof:

Proof:

13x faster ticket resolution times
42% more tickets closed per agent

84% experience increased CSAT
83% experience increased retention

Key Features

- **All-new Help Desk Workspace****
- AI Assistants for Support Reps
- **Calling (IVR, Inbound)****
- **Advanced SLAs****
- **Capacity & Skills-Based Routing****
- Ticket Pipelines & Automation
- **AI Agent Chatbot****
- **CMS & Multi Knowledge Base****

- **All-new CSM Workspace (Beta)****
- Feedback Surveys (CSAT, NPS, Custom)
- Service Analytics
- Conversation Intelligence
- **Product Usage Data****
- **Customer Health Scores****

***New or significantly updated for 2024*

💗 Service Hub™

Product Market Fit

Understand the best fit industries and market segments for Service Hub. Please note, these are directional, which means some customers that fall outside 'good-fit' may in fact still be a good fit.

Good Fit Indicators

Most likely a good fit ● (orange)
Situational fit ● (blue)
Less likely to be a good fit ● (dark)
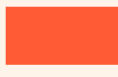
Employee Size

1-10	▮ (orange)
10-500	▮ (orange)
500-1k	▮ (orange)
1k-2k	▮ (blue)
2k+	▮ (dark)

Industry

Prof.l Services	▮ (orange)
Media	▮ (orange)
Telecom	▮ (orange)
IT/Software	▮ (orange)
Manufacturing	▮ (orange)
eComm/Retail	▮ (blue)
Education	▮ (blue)
Government	▮ (blue)
Insurance	▮ (dark)
Healthcare	▮ (dark)
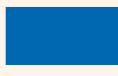
Use Case Fit

Use cases that indicate good fit	B2B or B2C companies that need to centralize or scale their support team, increase efficiency, would value a 360° view of their customer.
Use cases that indicate situational fit	Companies with that operate with some personally identifiable information, such as government agencies. Commerce-oriented B2C brands with specific functionality needs.
Use cases that indicate a less likely fit	Companies with deep PII needs, with highly specialized teams in terms of language, location, and skills who need call center-like capabilities. As a point solution (without the complement of the CRM and other hubs) in a competitive situation.

♥ Service Hub™

Buyer Personas

Understand the buyer personas for Service Hub, so you can prepare to engage the right audiences.

So let's double click on this view...

Customer Experience (CX)*

Common Titles: Head of CX, CCO
Goal: Customer satisfaction, Retention & Growth

Customer Support

Customer Success

Common Titles: Head of Customer Success
Goal: Customer Retention, Revenue Expansion

CX Operations

Common Titles: Head of Support, Customer Advocacy
Goal: Increase CSAT & NPS, Efficiency

Other department names: Customer Service or Customer Success

Service Hub®

The **challenges** they are facing

- **Headcount ratios are constrained** for service delivery, meaning Service leaders need to do more with the same or less resources

- **Increased scrutiny on spend** due to a challenging macro environment has negatively influenced retention rates

- **Fragmented tools** that isolate the customer journey - no single solution offers the needs of the entire CX team

- **Heightened expectations on service teams** to identify expansion opportunities, and capitalize on AI

Service Hub™

Customer experience leaders
prioritizing rep effectiveness, doing more with less, and customer satisfaction

WHO THEY ARE:
CX leaders oversee what happens post-sale, including customer support and success. They are responsible for developing strategic approaches to providing efficient, high-quality customer experiences that increased Customer Satisfaction (CSAT) and retention.

THEIR UNDERLYING TENSION:
The need to evolve from traditional approaches that are no longer effective. They can't just focus on a 'golden ratio' of reps to customers. As business growth slows, retention decreases, and headcount growth becomes challenging, there is a critical need to shift towards a new playbook that focuses on driving customer value above just meeting customer expectations.

WHY SERVICE HUB: *Makes their teams faster and more effective, with complete customer profiles*
Service Hub helps CX leaders enable their teams to deliver support and success at scale, doing more with the same resources through AI, while providing more visibility into sales and marketing activities that could influence customer sentiment.

GOALS

- Increase CSAT & retention
- Decrease time to resolution
- Increase rep efficiency (ticket close rate)
- Decrease churn

COMMON TITLES

- CCO/CTO
- VP/Head of Customer Experience -or- Customer Success - or- Customer Support

*"With unified visibility across teams, we're able to **deliver consistent experiences across touchpoints** and approach customers armed with meaningful insights."*

♥ Service Hub™

Revenue leaders who are after efficiency, removing friction, and value a single source of truth for customer data

WHO THEY ARE:
Revenue leaders are at the forefront of driving business growth and efficiency. They hold the keys of responsibility for revenue generation, focusing on cross-functional team collaboration to ensure that teams work smarter together.

THEIR UNDERLYING TENSION:
With constraints like budget decreases, pressure to increase revenue expansion, and growing dissatisfaction among customers, headcount can't be a solution - they need the organization to do more with less. While their teams may be on powerful point solutions for marketing or service, they would prefer giving up feature functionality to gain a single source of truth

WHY SERVICE HUB: *Connected to marketing & sales & a single source of truth to grow better*
Service Hub unifies the customer experience. It scales what customers can accomplish, not just what reps can output. It connects seamlessly with marketing and sales, leveraging the Smart CRM to unsilo customer-facing teams.

GOALS

- Increase service monetization
- Simplifying tech stack/collaboration
- Workforce management efficiencies
- Revenue expansion

COMMON TITLES

- CRO
- VP/Head of Revenue Operations
- CCO
- Director of Strategy

*"Anytime you have a more robust picture of a customer, your interactions with the customer are going to be better. **HubSpot gives us that complete picture."***

♥ Service Hub™

Features

The following slides highlight the main features in Service Hub. You can also visit the [product & services catalog](#) for a full list or check out [this feature one pager](#).
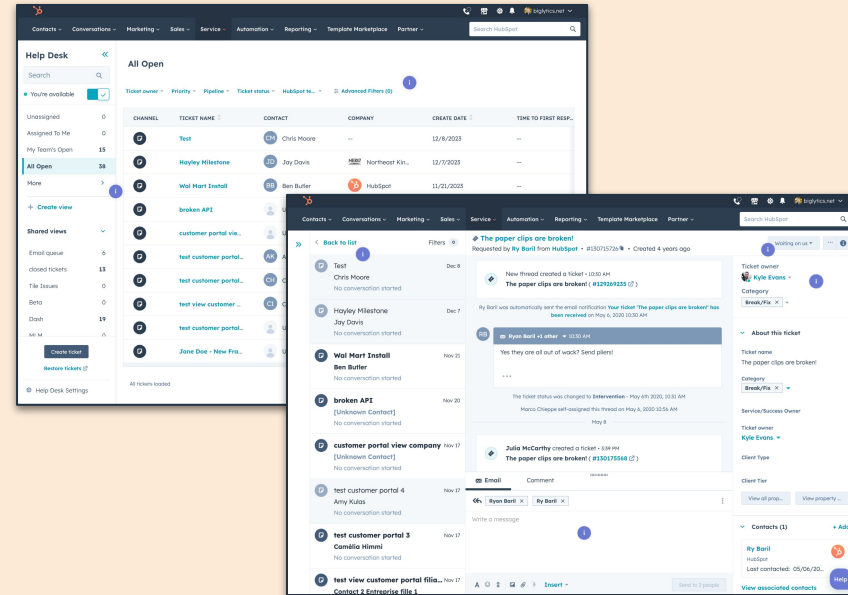
Help Desk workspace

1 A refined experience that is purpose-built for support teams. **Tickets & conversations** *in one place!*

2 **Real-time ticket updates.** New messages *instantly* appear in the ticket list view.

3 **Organize, search, and filter with ease** with an improved discovery experience.

Service Hub®

Manage large support teams

1 **Improved SLA customization** for any Ticket property. Raise the bar for reporting, coaching, and alerting.

Ent

2 **Capacity and skills-based routing** to ensure tickets go to the right support rep at the right time.

Ent

3 **Workforce management** native settings + APIs for the User object. Set availability and automate support team scheduling.

Pro

Service Hub®
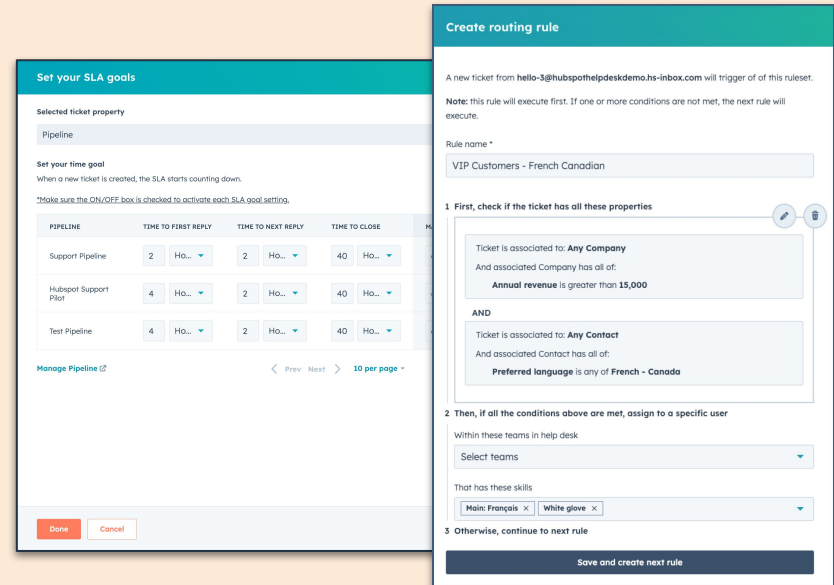
Omnichannel communication

1 **Calling for large support teams**, built into Help Desk. IVR phone trees [In Beta, Enterprise] & simultaneous ring for up to 100 agents [Live, Professional]

Pro

2 **In-app messaging** to help customers where they need it (Mobile SDK). [Beta]

Free

3 **"Bring your own" messaging channel.** Integrate any messaging channel via API. [Alpha]

Ent

Service Hub®
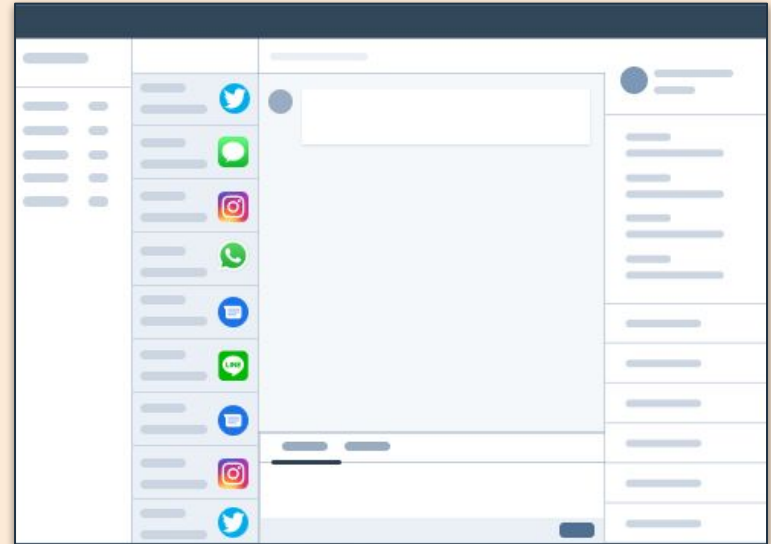
AI Assistant for support reps

1 **Real-time AI reply recommendations** based on ticket context to speed up time-to-reply. [Beta]

Pro

2 **AI call & conversation summaries** to assist with warm transfers and ticket reassignment.

Free

3 **Multi-language AI** to maximize rep efficiency, especially for multi-region customers.

Free

✦⚡ HubSpot AI

💬 Chat ▾   Comment

AI!

AI Assistant

A ☺ 🔲 📎 ⚡   Insert ▾   Send

♥ Service Hub®
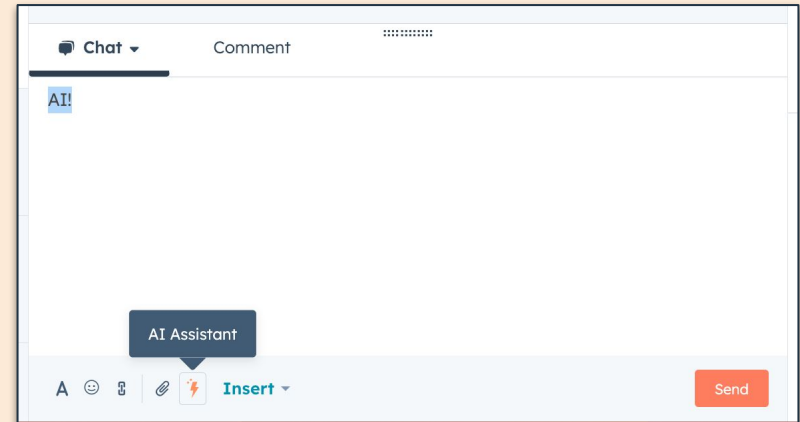
AI Agent & self-serve tools

1 **AI Chatbot/Agent** that responds to customers, creates tickets, looks up KB articles, and resolves tickets.[Beta]

Free

2 **CMS-grade editing for Knowledge Base.** Solving for community ideas with more than 600 upvotes.

Pro

3 **Multiple Knowledge Bases** to scale content for multiple brands, or just to keep internal articles separate.
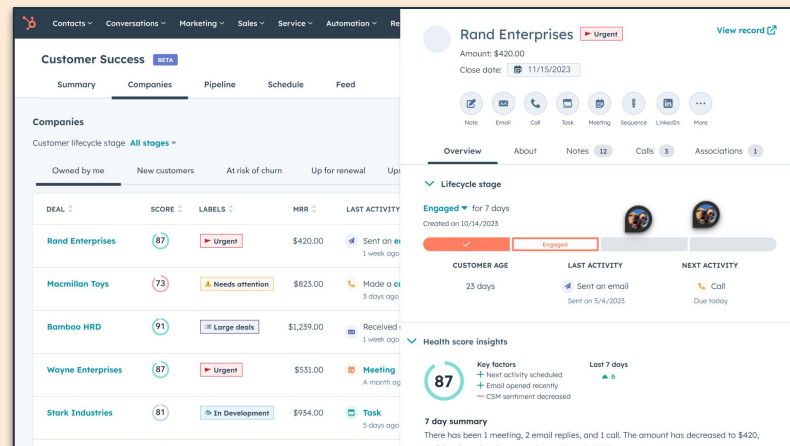
Ent

Service Hub®
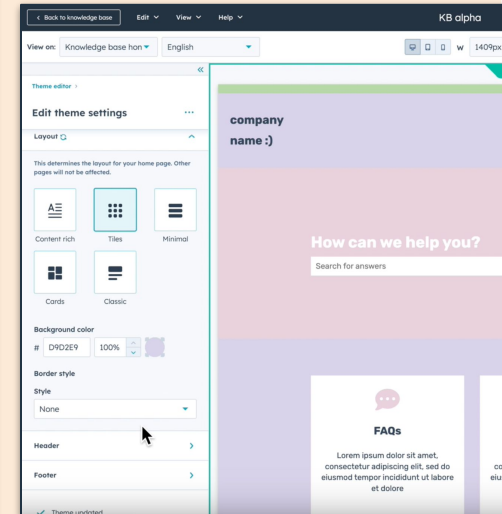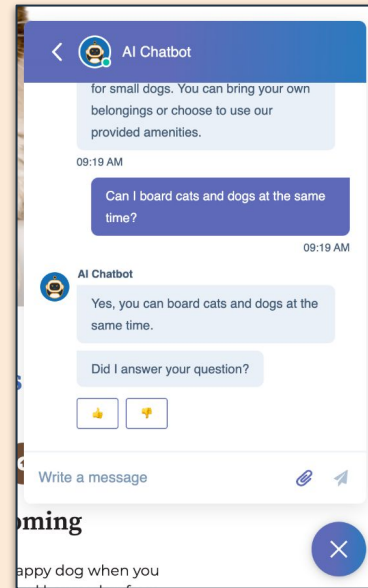
Customer Success workspace

1 **Manage a book of business** and drive proactive customer value right inside HubSpot. [Beta]

Pro

2 **Customer Health Scores.** Identify churn risk, and prioritize outreach. [In development]

Pro

3 **Product Usage Insights.** Sync product usage data through custom events, and report on usage changes over time. [In development]

Pro

Service Hub®

Key Product Resources

Find some of the most useful resources for Service Hub. Remember, for sales collateral and selling resources, please find those on the partner resource page or in seismic.

Service Hub™

Product Resources

Knowledge Base, Training & Education

Product page

Service Hub Onboarding

Knowledge Base Articles

Customer Success App Integrations

Getting Started with Service Hub (Academy)

Service Hub Software Certification

Partner Academy: Service Hub Reinvented

Collateral

Service Hub Feature One Pager

Service Hub Pitch Deck Slides

Guide to Migrating off Zendesk

ROI of Service Hub (partner embed)

Service Hub®