



# KEEPING CUSTOMERS HAPPY: THE PILLARS OF DELIGHT

Mark Kilens  
Leader of HubSpot Academy

#INBOUND13



# MARK KILENS

@MarkKilens

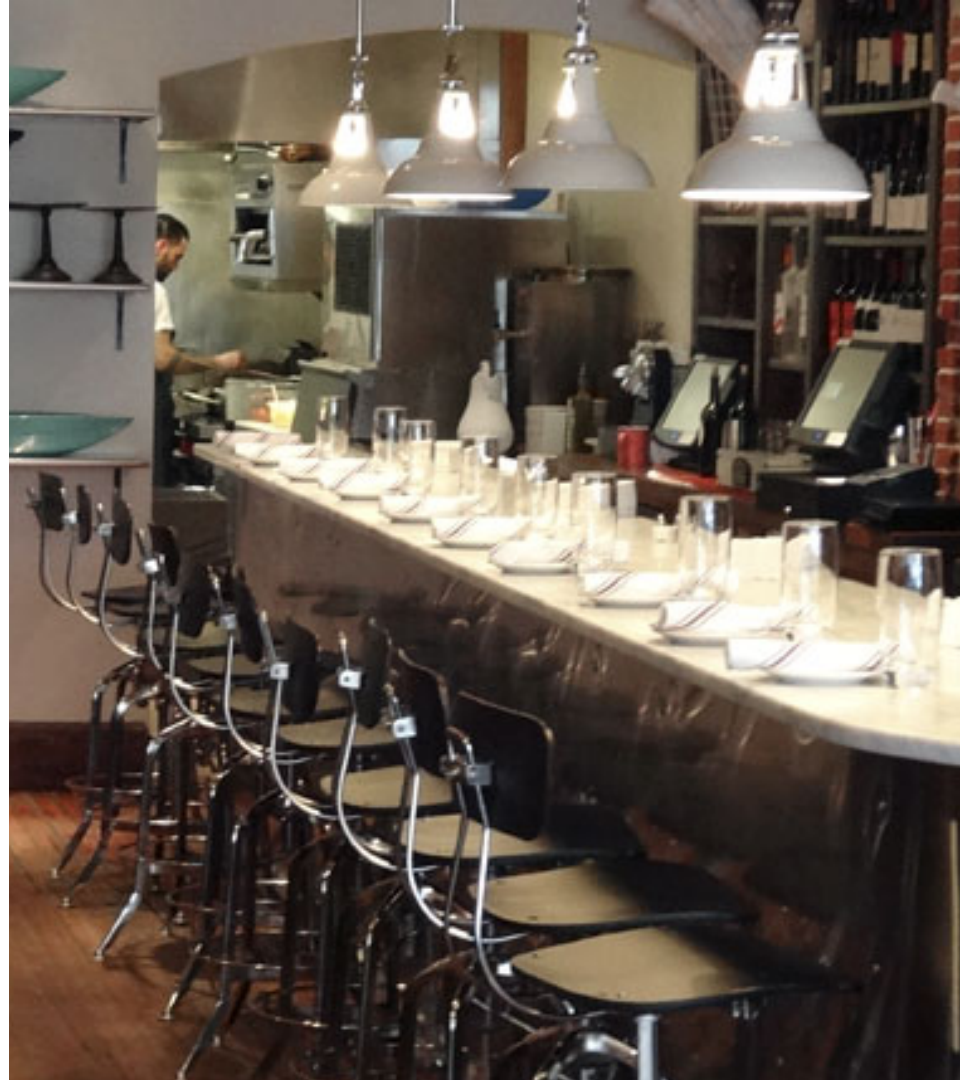
---

invented a home  
snowmaking machine.



- 8:30PM DINNER RESERVATION
- TABLE WASN'T READY AT 8:30
- SAVED TWO BAR SEATS

- EXECUTIVE CHEF VISIT
- CUSTOM-MADE APPETIZER
- CHAMPAGNE TOAST







- DRINKS & APPS ON THE HOUSE
- SEATED AT THE BEST TABLE
- A NICE EVENING BECAME AN UNFORGETTABLE NIGHT

# THE THREE PILLARS TO CUSTOMER DELIGHT



# PRODUCT

*Good is better than bad.*

“Loyalty is when people are willing to turn down a better product or price to continue doing business with you.”

Simon Sinek

# COMMUNICATION

*Personal is better than impersonal.*

# EDUCATION

*Teaching is better than neglecting.*



**“IT’S  
EVERYONE’S  
JOB TO  
DELIGHT  
CUSTOMERS.”**

**@MarkKilens**



# ADVOCATES.



# 10x

On average, loyal customers  
are worth up to ten times as  
much as their first purchase.

*White House Office of Consumer Affairs*

A solid orange vertical bar runs along the left edge of the slide.

# 48%

of customers who had negative experiences told 10 or more others.

*Harvard Business Review*



YOUR  
BUSINESS IS  
ALWAYS AT  
STAKE.



**GOING  
OUT OF  
BUSINESS**

A close-up photograph of a woman's face, framed by her hands held up to her eyes. She has light brown hair and blue eyes, and is wearing a red top. The background is a plain, light color. Overlaid on the center of the image is a semi-transparent dark grey rectangle containing white text.

**THE CUSTOMER'S  
PERCEPTION OF  
YOUR BUSINESS...**



**...IS FORMED BY  
EVERY INTERACTION.**





**EACH SMALL  
INTERACTION  
MATTERS A LOT.**

**...BECAUSE THEY  
CREATE THE LARGER  
EXPERIENCE.**



**DEVELOP CUSTOMER  
PRINCIPLES THAT  
YOUR EMPLOYEES  
LIVE BY.**

# HUBSPOT ACADEMY PRINCIPLES

- 1 World-class customer service
- 2 Executing with excellence
- 3 Alignment with Product & Marketing
- 4 Continuity in design & brand
- 5 Consistency when teaching
- 6 Using customer examples when teaching



GO BEYOND  
PRINCIPLES.

CREATE  
GUIDELINES.







**Caution:**  
don't create a cookie  
cutter experience.

# 8 CUSTOMER DELIGHT GUIDELINES

1. Delight Employees
2. Educate Employees
3. Empower Employees
4. Listen to Customers
5. Ask Customers
6. Help Customers
7. Follow-up with Customers
8. Take Action

# 8 CUSTOMER DELIGHT GUIDELINES

1. Delight Employees

2. Educate Employees

3. Empower Employees

4. Listen to Customers

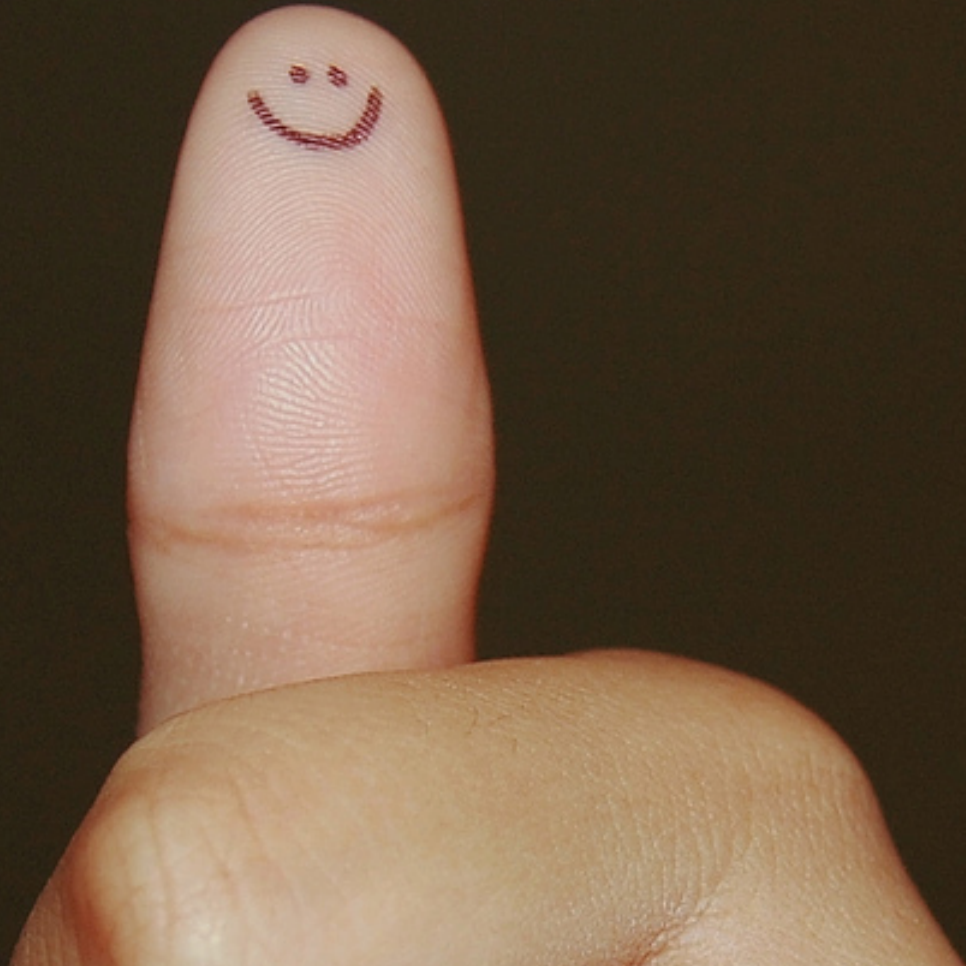
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**THEY WILL  
DELIGHT  
CUSTOMERS.**



**“CUSTOMERS WILL  
NEVER LOVE A  
COMPANY UNTIL THE  
EMPLOYEES LOVE IT  
FIRST.”**

**@SIMONSINEK**



CUSTOMERS &  
EMPLOYEES  
ARE YOUR  
GREATEST  
ASSETS.





YOUR HIRING  
METHODOLOGY IS  
VERY IMPORTANT.

# HOW TO DELIGHT EMPLOYEES

- Free drinks and snacks
- Flexible work hours
- Tuition reimbursement
- Collaborative, open office environment
- Unlimited vacation
- Great health benefits
- After work social events

# 64%

of customers cited **shared values** as the primary reason for a strong brand relationship.

*Corporate Executive Board*



**INSPIRE  
EMPLOYEES AND  
CUSTOMERS**

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**“CUSTOMER SERVICE SHOULDN’T  
JUST BE A DEPARTMENT, IT SHOULD  
BE THE ENTIRE COMPANY.”**

Tony Hsieh, CEO of Zappos



TRAIN YOUR EMPLOYEES.

THE CUSTOMER  
IS ALWAYS JOB  
NUMBER ONE.

Make the customer's  
needs your **number  
one priority.**







EVERYONE AT THE BUSINESS SHOULD BE ABLE TO  
IDENTIFY EACH CUSTOMER BY PERSONA.

# CREATE A PERSONA CONTACT PROPERTY

## New Property

**Label**

**Description**

**Field Type**

**Use in Forms?** ☐ NO

**Options**

	Label	Value	# of Conta
≡	<input type="text" value="Marketer"/>	<input type="text" value="New Value"/>	-
≡	<input type="text" value="Tech Lead"/>	<input type="text" value="New Value"/>	-



# USE LIFECYCLE STAGES

Main Options

Contact Properties

Display Options

Custom Lead Scoring

Lifecycle Stages

Integration Options

Salesforce Connector

## Subscriber

Think of **subscribers** as those folks who know about you and have opted in to hear from you periodically. In many cases your subscriber base is the segment of your contacts database that has only signed up for your blog or newsletter and nothing else. You should nurture a long-term relationship with subscribers and offer them content that will increase the chances that they will move forward in the customer lifecycle.

## Lead

**Leads** have shown more interest in what you offer than subscribers have. Typically a lead has filled out a form with more than just an email address, often for some sort of content-based offer on your website. We see companies use the *lead* lifecycle stage for what we think of as general, broadly appealing, or *top of the funnel* offers. As each lead demonstrates a higher degree of sales readiness and qualification, they will move to further stages.

## Marketing Qualified Lead

**Marketing Qualified Leads**, commonly known as *MQLs* are those people who have raised their hands (metaphorically speaking) and identified themselves as more deeply engaged, sales-ready contacts than your usual leads, but who have not yet become fully fledged opportunities. Ideally, you should only allow certain, designated forms to trigger the promotion of a lead to the MQL stage, specifically those that gate *bottom of the funnel* offers like demo requests, buying guides, and other sales-ready calls to action.



PRACTICE  
MAKES  
PERFECT

A stack of several colorful sticky notes (yellow, orange, and blue) is piled on a light brown, textured surface. The topmost sticky note is bright green and features the phrase "PRACTICE MAKES PERFECT" written in bold, black, hand-drawn capital letters. The note is slightly crumpled and tilted.

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**EMPLOYEES NEED TO  
BE EMPOWERED.**







LET THEIR PERSONALITIES SHINE.





THEY ARE THE FACES OF  
YOUR ORGANIZATION.

ALWAYS

**SOLVE FOR THE CUSTOMER.**

**UNDER  
PROMISE,  
OVER  
DELIVER.**



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**SILENCE IS  
YOUR FRIEND.**







REPEAT WHAT THEY SAID

BE ON THE  
SAME PAGE.



# SHOW EMPATHY.



# SETUP SOCIAL INBOX

Select an account:

@ChronosMagazine

Select whose tweets you'll monitor:

All of Twitter

A Twitter List

A Contact List

Find ANY of these words:

marketing, social, #hubspot

suggestions

#ProTip: Don't use 'www' when searching for URLs.

More options

We'll show once

Select an account:

@ChronosMagazine

Select whose tweets you'll monitor:

All of Twitter

A Twitter List

A Contact List

Select a list:

Select a Twitter list

Including these keywords:

inbound, marketing,

suggestions

Notify these recipients:

Select Some Options

Recipients will get emails as results are found.

Immediately

8 am

8 am & 4 pm









Name this stream:

HubSpot Social Inbox Stream

# BE PROACTIVE ON SOCIAL MEDIA.








## @HubSpot Mentions [Edit](#)

Using your @HubSpot Twitter account

 G2 Crowd @G2Crowd FOLLOWS YOU		See how @Marketo @HubSpot @pardot @eloqua @actonsoftware & more rank based on crowdsourced reviews: <a href="http://ow.ly/insqdy">ow.ly/insqdy</a>	53 secs	
 Rob O'Shea @robosheauk		SlideShare Launches New Infographic Capabilities, and Other Inbound Stories of the Week <a href="http://buff.ly/17Qymbw">buff.ly/17Qymbw</a> via @hubspot	1 min	
 Electric Light, LLC @electriclightim FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board <a href="http://blog.hubspot.com/patty-mccord-w...">blog.hubspot.com/patty-mccord-w...</a> via @hubspot	2 mins	
 Jeffrey Obront @JOBront FOLLOWS YOU		The History of SEO by @HubSpot on @slideshare <a href="http://slideshare.net/HubSpot/hub-sp...">slideshare.net/HubSpot/hub-sp...</a>	3 mins	
 The Data Octopus @TheDataOctopus		Ever wondered what the history of advertising looks like? This slideshow from @Hubspot presents it rather well! <a href="http://ow.ly/nspdm">ow.ly/nspdm</a>	6 mins	
 Susanna Hellden @susannahellden		@HubSpot Thanks for this... an impressive 472-pages long doc and great read all the way through! ☐	6 mins	
 Julie Murphy @indaba360 FOLLOWS YOU		My in-flight reading today includes Creating Killer Content per @HubSpot <a href="http://bit.ly/13Kox1f">bit.ly/13Kox1f</a>	7 mins	
 robgo @robgo FOLLOWS YOU		Really great comments from @mvolpe on my last post from his experience seeking PMF and growth @hubspot <a href="http://disq.us/8edmt6">disq.us/8edmt6</a>	8 mins	

## Customers talking about HubSpot [Edit](#)

Monitoring 16,396 contacts using your @J\_D\_Sherman Twitter account

 Mike Champion @graysky FOLLOWS YOU		RT @robgo: Really great comments from @mvolpe on my last post from his experience seeking PMF and growth @hubspot <a href="http://disq.us/8edmt6">disq.us/8edmt6</a>	2 mins	
 Wild Boy @wildboydesign FOLLOWS YOU		RT @bigeasy_wbd: The #HubSpot Marketplace doesn't allow us to offer our beard-growing expertise, but we offer writing & CTA services: <a href="http://t.co/AgRgS9UAi0">http://t.co/AgRgS9UAi0</a>	14 mins	
 Wild Boy @wildboydesign FOLLOWS YOU		Just in time for #inbound13! Wild Boy services now listed in the #HubSpot Marketplace: <a href="http://ow.ly/nqJNi">ow.ly/nqJNi</a>	24 mins	
 Ken Steven @GrowthTrendKen		How to Create Marketing That's Actually Helpful [Printable Checklist] <a href="http://blog.hubspot.com/create-marketi...">blog.hubspot.com/create-marketi...</a> via @hubspot	26 mins	
 Susan Tucker @GetSusanMktg		#Gmail's new inbox and what it could mean for marketers via HubSpot. Have you noticed a difference in your open... <a href="http://fb.me/6oEndWm9b">fb.me/6oEndWm9b</a>	30 mins	
 David Salvo @DTSalvo FOLLOWS YOU		From the Desk of Patty McCord: Why I'm Joining HubSpot's Advisory Board <a href="http://hub.am/17R8A6P">hub.am/17R8A6P</a>	32 mins	
 faceLift Designs @faceliftdesigns		RT @hubspot: Companies that A/B test their inbound campaigns are 75% more likely to report measurable ROI. Source: <a href="http://hub.am/16uymfW">hub.am/16uymfW</a>	40 mins	

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GO EXPLORING  
WITH CUSTOMERS.



# WHAT QUESTIONS SHOULD YOU ASK?

- Why
- How
- What
- Where
- When
- Who



# **VERBAL & NON-VERBAL COMMUNICATION**

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**“THE BUSINESSES  
THAT ARE THE BEST  
EDUCATORS WILL  
BE THE MOST  
SUCCESSFUL.”**

@MarkKilens



# MAKE IT ALL ABOUT THE CUSTOMERS.

- ☒ Solve their problems
- ☒ Provide recommendations
- ☒ Be enthusiastic & fun



BE A "SOLUTIONIST":  
SOLVE PROBLEMS FOR THE RIGHT PERSONA.

# CREATE CONTENT JUST FOR CUSTOMERS.

- Videos
- Training classes
- Webinars
- Blog articles
- Emails
- Product updates

HubSpot

DashboardContentSocialContactsReportsMarketplaceAcademy

Hub ID: 137828, academy.hubspot.com

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HubSpot

Academy

CertificationsWebinarsCustomer ExamplesUser GroupsAcademy Blog

# Become a Certified Marketing Pro

HubSpot's certification programs will take your marketing skills to the next level.

## Inbound Marketing Certification

HubSpot's Inbound Marketing Certification includes nine classes that cover the core elements of inbound marketing strategy. From optimizing your website to landing page anatomy to segmenting your contact database, these classes are the bread and butter of what inbound marketing is all about.

[View Classes](#)

INBOUND MARKETING CERTIFICATION

0

728

in

306

Like

Tweet

Share

+1

HubSpot

DashboardContentSocialContactsReportsMarketplaceAcademy

Hub ID: 137828, academy.hubspot.com

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Academy

CertificationsWebinarsCustomer ExamplesUser GroupsAcademy Blog

## Which Area of Marketing Do You Want to Learn More About?

### Attracting visitors

- Blogging
- Website optimization
- Social media
- Paid search

### Converting visitors into leads

- Marketing offers
- Landing pages
- Calls to action (CTAs)
- Thank you pages

### Closing leads into customers

- Lead nurturing
- Email marketing
- Lead intelligence
- Analyze & test

### Attend Live Webinars

Check out the upcoming #inboundLearning webinars and register to attend live. You'll get to ask questions and participate in the conversation.

[See Upcoming Webinars](#)

## #InboundLearning Webinars

ASSIGNMENT SELLING

PLAYLIST

Sign Up for the HubSpot Certification at INBOUND

Boston, MA, August 19-22 2013

REGISTER

Need software help?

Find answers to your technical questions

# INTRODUCING: THE PRODUCT RELEASE AND TRAINING CALENDAR

The screenshot displays a Google Calendar interface for June 2013. The calendar shows various training sessions and product updates. A pop-up window titled "Social added to the Navigation" is visible, providing details about a new feature. The calendar includes a navigation bar at the top with options for "Today", "Print", "Week", "Month", and "Agenda". The events are listed in a grid format, with dates and times clearly marked.

**Social added to the Navigation**

**When** Sunday, Jun 30, 2013

**Description** All customers will receive Social Inbox, including its contact-infused monitoring tool, by the end of June. At that point, Social will also be more prominently featured in your HubSpot as a new option in your navigation bar. You can learn more in the [notification center](#) or on the [Academy Blog](#)

[more details»](#) [copy to my calendar»](#)

**Calendar Events:**












- 18: 12pm Training: Keywords
- 19: 10am Training: Buyer Pers, 10am Training: HubSpot C, 2pm Training: Intro to Wor
- 25: 9am Training: Contacts & L, 2pm Training: Buyer Perso
- 26: 9am Training: Landing Pag
- 27: 2pm Training: Blogging
- 30: 10am Training: Events
- 31: 9am Training: Workflows, 9am Training: Blogging, 9am Training: Prospects, 10am Training: Buyer Pers










Events shown in time zone: Eastern Time

<http://hubspot.com/release-calendar>



# SETUP SMART CTAs

MK-International-Workflows-Lifecycle-Test 		SMART CTA					 Embed code	Edit Smart Rules
		0	0%	0	0%	0	Oct 23	 ▼
		0	0%	0	0%	0	Oct 23	 ▼
		2	0%	0	0%	0	Oct 23	 ▼

Blog - Blog Editorial Calendar Template 		SMART CTA		 23 pages		 Embed code		Edit Smart Rules	
		455	0%	0	0%	0	Dec 20	 ▼	
		13.9k	8.9%	1,238	0%	0	Dec 20	 ▼	

**LESS IS MORE**

**HELP ME**

**PROVIDE NO MORE THAN 2 OR 3 OPTIONS**



EXCEED  
THEIR  
EXPECTATIONS





“IT'S NOT WHAT YOU SAY, BUT HOW YOU  
MAKE CUSTOMERS **FEEL**, THAT CREATES  
LASTING RELATIONSHIPS.” @MarkKilens

# 8 CUSTOMER DELIGHT GUIDELINES

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ENSURE YOU  
RESOLVED ALL OF  
THEIR PROBLEMS.





**MAKE IT EASY  
FOR CUSTOMERS.**



**BE  
ON TIME**

# LEVERAGE EMAIL WORKFLOWS

## Customer Nurturing (HS Recipes)

[View all workflows](#)

Workflow details

Edit workflow

Performance

History

[Workflow settings](#)

### Customer Nurturing (HS Recipes)

Begin this workflow when...

- A smart list updates

1 First workflow step

- Send email

2 Second workflow step

- Send email


Save workflow

Workflow is Not Live

Begin this workflow when:

A smart list is triggered

All Customers (HS Reci...





Add step

1 First workflow step

Delay this step for 1 Days 0 Hours 0 Minutes

Send an email

Customer Welcome (HS...





Add step

2 Second workflow step

Delay this step for 20 Days 0 Hours 0 Minutes

Send an email

Customer Upgrade (HS ...



Add step

# SEND PERSONAL EMAILS

Mark,

I promised that I would send you more tips on how to best use <http://clarity.fm>, so here we are.

Last time, I walked you through the story behind Clarity, and today, I'm going to show you the basics of how to set up an awesome profile page.

Since 30% of members eventually apply to become experts, I figured it's easiest to go over every profile setting - even if you're only a member looking to request calls. Hope that's o.k.

Also, I know it's a long email.. but bear with me - I think it's easier this way. ( I broke the section up to make it easier to skim )

=====  
Covered In This Email  
=====

- Why profile pages matter
- 1. Choosing a great profile photo
- 2. Your mini resume - brag a little
- 3. Video - let them hear & see you
- 4. Areas of expertise - knowledge & passions
- 5. Reviews - they say it best
- 6. Verified your account - creates trust
- Final thoughts...

=====  
1. Why Profile Pages Matter  
=====

As someone looking for advice your profile needs to position you in the best light possible. Clarity's busy experts are actively screening call requests, so you need to show that you're serious.

As someone looking to give advice, your profile needs to

- (1) accurately reflect your expertise and
- (2) be welcoming so that people feel comfortable enough to reach out.

Believe it or not, some people may be intimidated to reach out to you. They're constantly worrying about not getting a response, saying something stupid, or being unprepared.

That's why your personality needs to shine through. Let 'em know you don't bite :)

Whether you're on Clarity to teach or to learn, here's what you need for a great profile:

-----  
1) Choosing a Great Profile Photo  
-----



# RECIPROCITY



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A close-up photograph of a wooden measuring tape coiled on a dark wooden surface. The tape is light-colored wood with black markings and numbers. The words "MADE IN ENGLAND" are printed on the tape. The brand name "W & A DEAN" is embossed on the metal clasp at the end of the tape. The background is a dark, textured wooden surface.

MEASURE  
EVERYTHING

**SOLVE FOR THE CUSTOMER,  
DON'T SOLVE FOR THE NUMBER.**



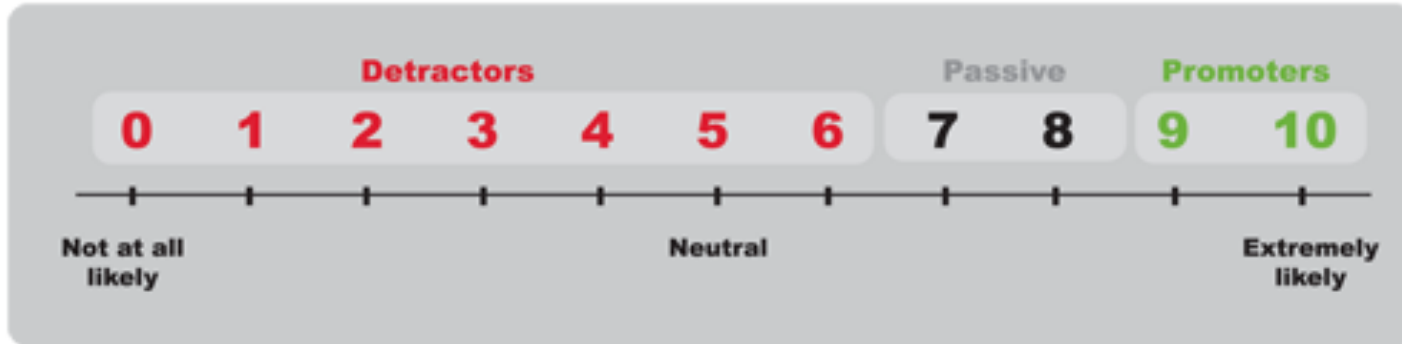
# CUSTOMER SATISFACTION SCORE

<b>Very dissatisfied</b>	<b>Somewhat dissatisfied</b>	<b>Neither satisfied nor dissatisfied</b>	<b>Somewhat satisfied</b>	<b>Very satisfied</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

AMERICAN CUSTOMER SATISFACTION INDEX (ACSI)



# NET PROMOTER SCORE (NPS)



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

JUST LISTEN  
TO CUSTOMERS



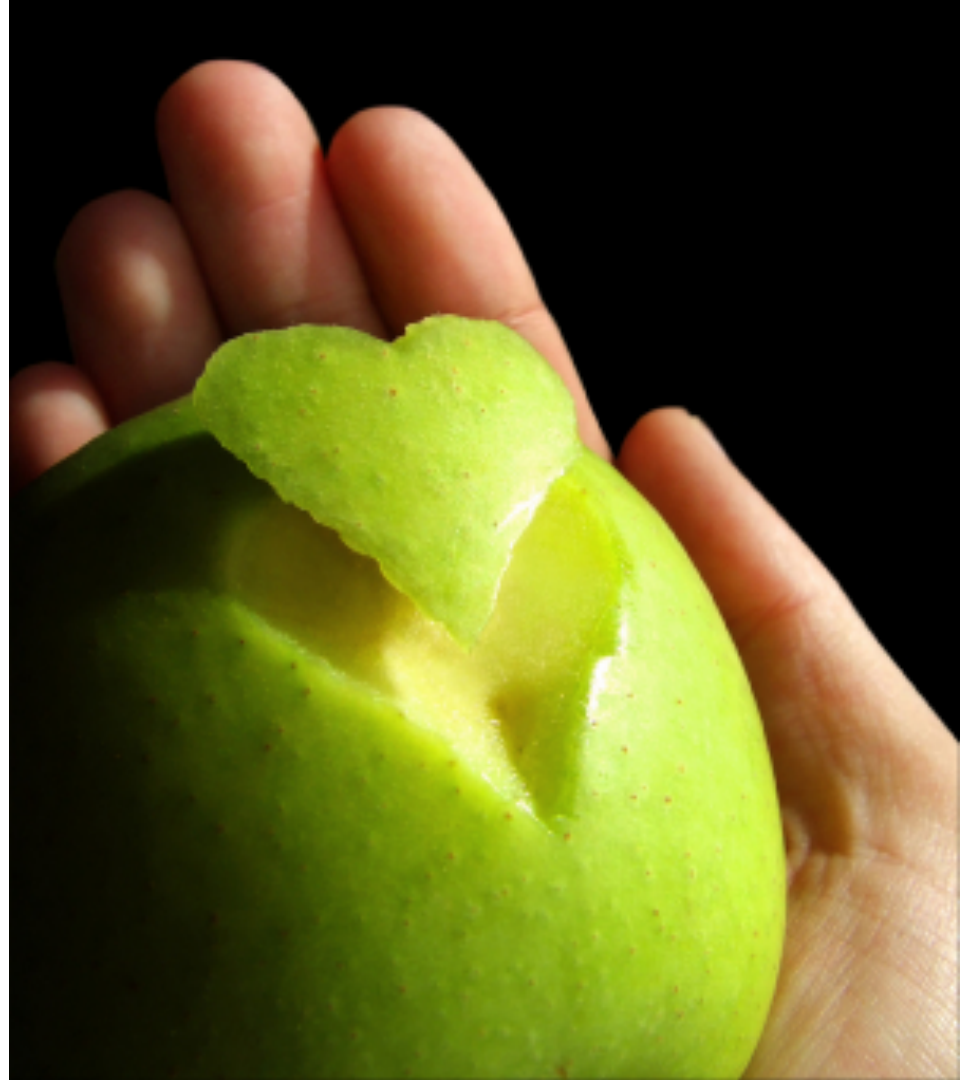
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**PEOPLE  
DELIGHT  
PEOPLE**

TRUST IS  
CORE TO  
DELIGHT





**REMEMBER:**

IT'S THE EXECUTION  
AND CONSISTENCY  
OF THE SMALL  
INTERACTIONS...



**...THAT CREATE THE  
LARGER EXPERIENCE.**





CREATE LASTING  
RELATIONSHIPS



THE PILLARS OF DELIGHT  
MUST BE INGRAINED INTO  
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@MarkKilens