

Smart CRM

Narrative Ladder & Copy Bank

What is Smart CRM?

Product Name Smart CRM

Tagline Unify data, teams, and tech across the customer platform

Definition HubSpot's Smart CRM unifies customer data, teams, and tech stacks to create more personalized customer experiences at scale across the customer platform.

Narrative Ladder

Internal Note

How to Use a Narrative Ladder

A narrative ladder is a structured storytelling framework that helps you understand a product by breaking down the story of *why* the product matters. This narrative ladder addresses the shift in the world, the challenge that shift presents, the impact of that challenge, the solution to that challenge, and how the solution is different.

Reviewing this narrative will give you a deeper understanding of what Smart CRM is and what the value is to our customers. Please review this before jumping into the copy bank, which will give you deeper product context that you can copy/paste directly into content.

The Shift

Traditional CRMs often over sell solutions that under perform. As companies get up to speed on these legacy platforms, they are unable to perform the necessary functions required to maintain effective customer relationships.

But today, unifying customer data is no longer *just* about the customer profile. Customers now expect CRMs to automate, unify, cleanse, enrich and so much more, requiring CRMs to be an all-on-one solution for customer relationship management, connectivity for disparate teams, and centralized systems and tools.

The Challenge

As companies face stagnant growth, there is a pressing need for teams to drive faster results. But, without unified data, this challenge becomes increasingly more apparent.

Teams are desperate for tools that can accelerate every effort without compromise. For customer data to be “unified,” CRM solutions are now expected to unify disparate teams and disconnected tech to bring the right data into the CRM.

The Impact

Teams are using bad data. That leads to bad actions and incorrect insights. And, that leads to poor outcomes for the organization.

As a result, customers are having disjointed experiences.

Legacy CRMs are out. HubSpot’s Smart CRM is in.

The Solution & Value

Traditional CRMs are clunky and difficult to use. These solutions provide incomplete and inconsistent customer data that threatens the success of growing businesses. These solutions have steep learning curves for internal teams that lead to poor adoption, take longer to implement and even longer to see value from, and rarely deliver on their promise of delivering a single source of truth for your valuable customer data.

HubSpot’s Smart CRM is different. It powers HubSpot’s customer platform and **unifies customer data, teams, and tech stacks**. Leveraging this unified data and third party insights, our AI tools help you to deliver personalized customer experiences at scale.

Copy Bank

Internal Note

How to Use a Copy Bank

Welcome to the Smart CRM Copy Bank! This resource is designed by product marketing to help you get familiar with our Smart CRM and its feature set -- and, make it *super* easy for you to create marketing and enablement content that is consistent, accurate, and aligned with our approved narrative. So sit back, relax, read about the product, and feel free to copy/paste anything below directly into your content.

If you have any questions, please reach out to Jocelyn Horn on Slack. Thanks!

Smart CRM

Customer-facing copy:

- The Smart CRM unifies customer data, teams, and tech stacks across the entire customer platform. It collects and combines customer data in one place, making it easier and faster for teams to work together and provide personalized customer experiences.
- HubSpot's Smart CRM is different than traditional CRM solutions. It powers HubSpot's customer platform and unifies customer data, teams, and tech stacks. Leveraging your unified data and third party insights, our AI tools help you to deliver personalized customer experiences at scale.
- Disconnected data = disconnected teams. Smart CRM = connected data, teams, and tools. Ready to connect?
- One Smart CRM, one million+ smarter possibilities

Internal Note

Jobs to Be Done

At a high-level, the jobs to be done with this product can be summarized as:

- Unify Customer Data (Unified): Get unified insights from all customer data to complete customer understanding
- Unify Teams (Easy): Use easy to adopt features and functionality to drive clearer organizational alignment

- Unify Tech Stack (Fast): Drive faster results with unified systems and tools

Smart CRM Use Cases

Unified customer data customer-facing copy:

- Get unified insights from *all* of your customer data.
- Get to know your customers better with unified customer data.
- Build a complete picture of your customers by automatically capturing every interaction.
- Make your customers feel valued with effortless, personal experiences, unified by HubSpot's Smart CRM.
- Say 'goodbye' to disconnected data. Truly unified customer profiles are now possible, thanks to HubSpot's Smart CRM.
- Say 'goodbye' to disconnected by default and say 'hello' to connecting data by design, with HubSpot's Smart CRM
- ABCD: **a**lways **b**e **c**ollecting **d**ata, anywhere you connect with customers.
- HubSpot's Smart CRM: where any time and any place leads to the best next step.

Unified teams customer-facing copy:

- Unify your teams easily with shared data and insights.
- Go-to-market made easy with HubSpot's Smart CRM.
- Collaborate faster with workspaces built to connect teams.
- Trade coordination pain for collaboration prowess with HubSpot's easy to use Smart CRM.
- Different teams, same unified record page, with HubSpot's Smart CRM.
- Help teams solve for your customers faster with the easy to adopt - and use! - Smart CRM.
- Smart recommendations give every team the power to solve for your customers.
- Work how you want, where you want; and, let HubSpot's Smart CRM keep everyone else up to speed.

Unified tech stack customer-facing copy:

- HubSpot Smart CRM: the only CRM to bend to your business without breaking it.
- Bring your systems and tools together to drive faster results.
- Drive faster results, and quicker time to value, with the Smart CRM's unified systems and tools.
- Customize the Smart CRM to grow when you need; and, not a moment sooner.
- Fewer tools, better connection; made possible with HubSpot's Smart CRM.
- Bring your tools together with the Smart CRM and benefit from faster results.

- Customize your dream tech stack for the business you want to be; not the business your disconnected tools allow you to be.
- HubSpot's Smart CRM: Instant connection. Effortless customization.