

RE-IMAGINING B2B EXPERIENCES IN A DISTRIBUTED WORLD



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The **Art** and **Science** of Customer Experience

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The world changed in 2020

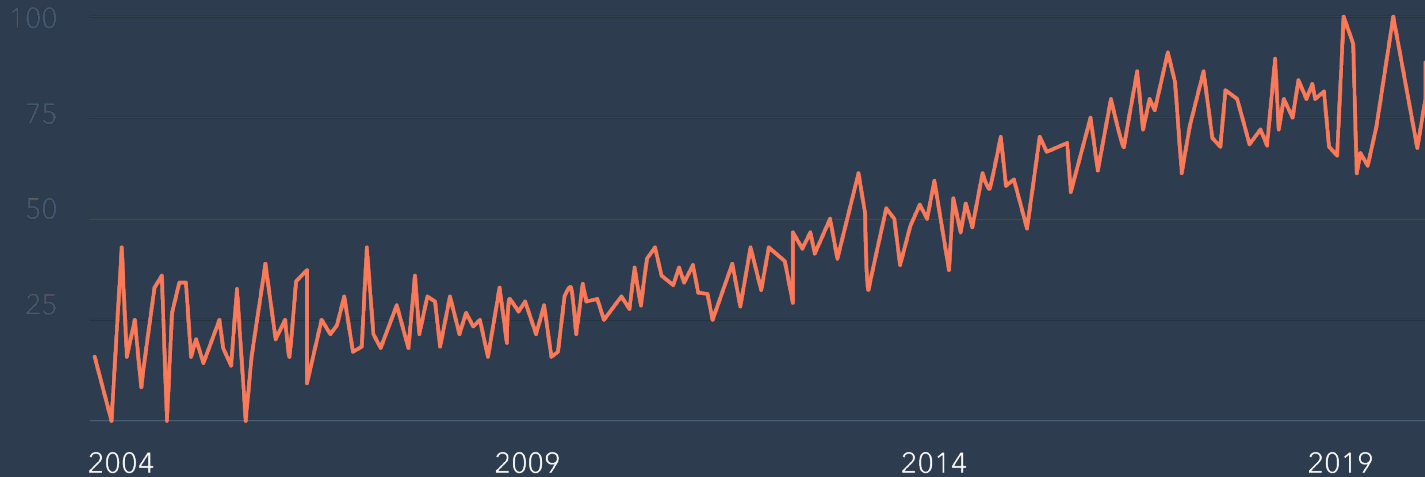


2020 accelerated customer experience trends

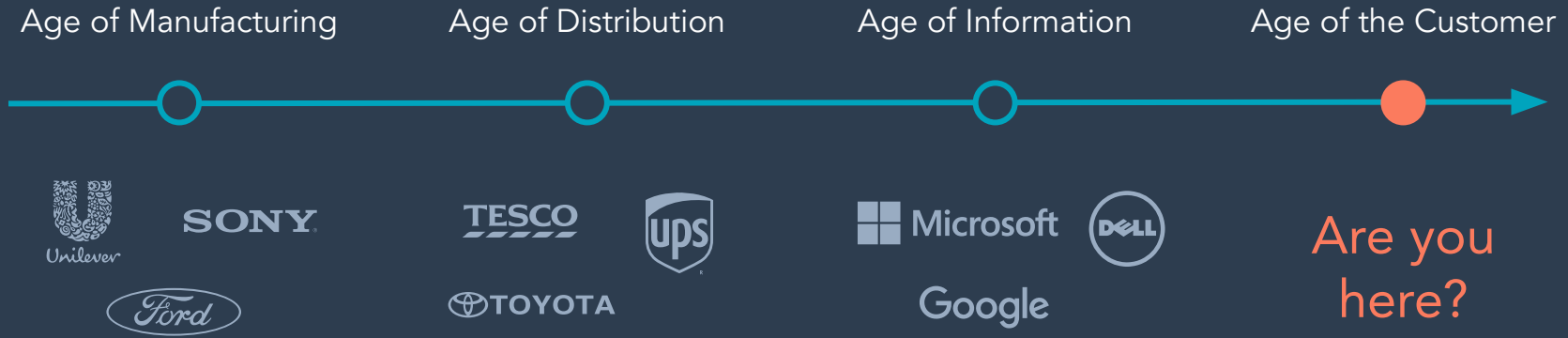
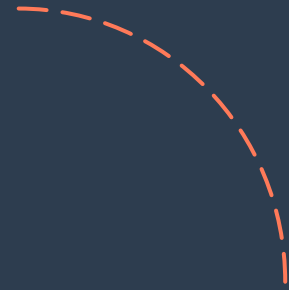
customer experience



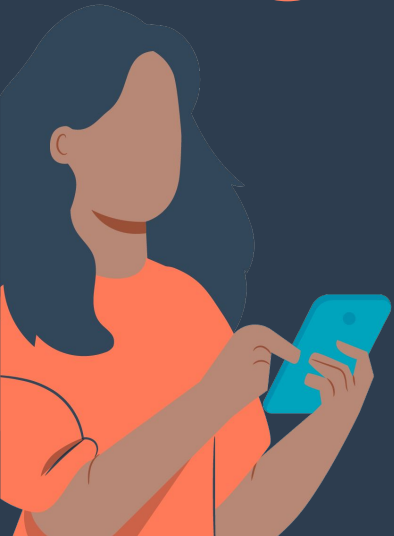
Interest over time



We are in the age of the customer



Buyers have more power **than sellers**



Customer expectations have changed



Easy to **research**

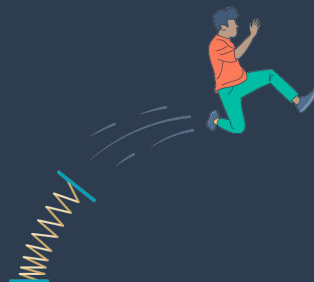
Easy to **buy from**

Easy to **engage with**

Easy to **get service**



CX is a differentiator...
but not everyone
is doing it well



INCUMBENTS

A red vertical bar containing the word 'INCUMBENTS' at the top. Below it are several logos: Chipotle (a circular logo with a chili pepper), a television set, Petco (with a dog and cat icon), a yellow 'TAXI' sign, NCR (with a circular logo), and IBM (in its characteristic striped font).

DISRUPTORS

A teal vertical bar containing the word 'DISRUPTORS' at the top. Below it are several logos: Deliveroo (with a delivery person icon), NETFLIX (in all caps), chewy (in a stylized font), Uber (in its signature font), Square (with a square icon), and aws (with its signature arrow).

Customer experience

= customer perception of interactions
with your company



Product



Website



Sales team



Customer
service team



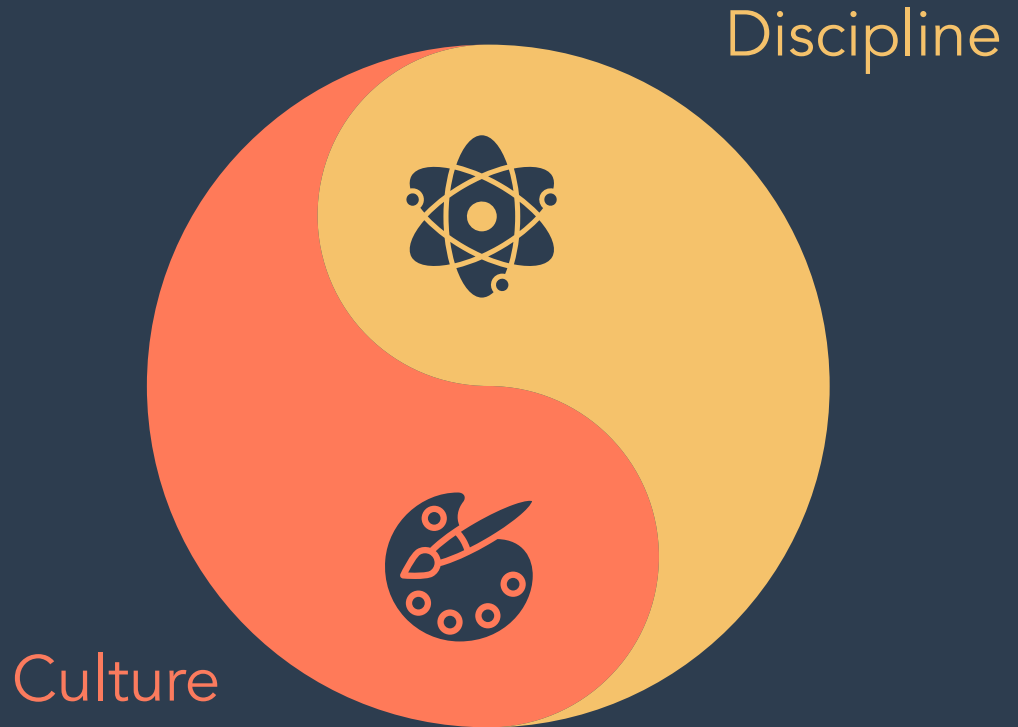
Billings
department



Community



There is an **art**
and a **science**
to Customer
Experience



Start with art, which is culture

Values

- Solve for the Customer
- Part of our DNA



Practices

- Deep listening posts
- Company meetings
- Customer-first meeting
- Voice of Customer program



End with science, which is discipline

Aligned Teams

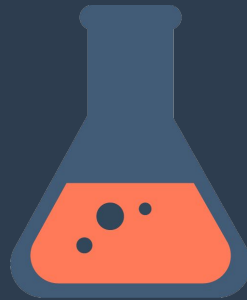


Aligned Systems

Aligned Strategy



Aligned Incentives



Aligned Teams



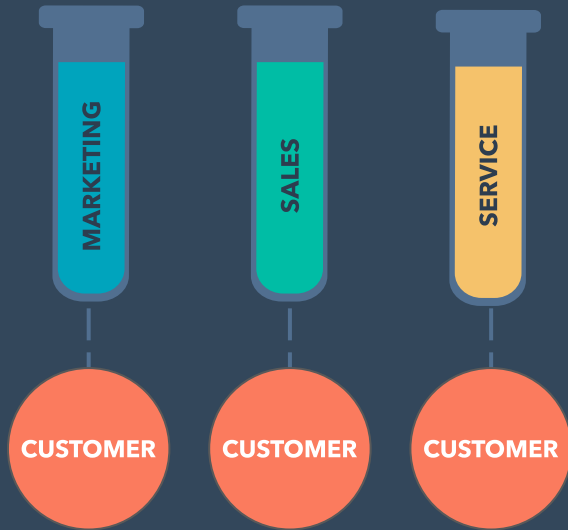
Sub-optimal impact



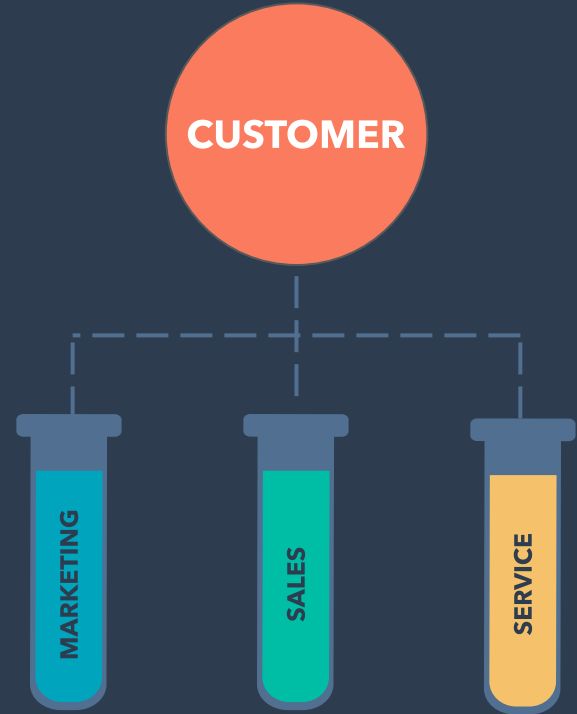
Vectors aligned = maximum impact



Aligned Strategy



Function out



Customer in



Aligned Systems



Easy to *Align*



Easy to *Adopt*



Easy to *Adapt*



Aligned Incentives



Choose to Challenge



Short-term thinking

Bottom-line thinking

Function-out thinking



Thank you

