Any CX leader will tell you,

no matter how much your budget

or headcount shrinks,

one thing will never change:

the demand for world-class

customer experiences.

Today, CX leaders

are under more pressure

than ever.

Whether it's support,

fielding urgent customer challenges,

or success teams

trying to spot those challenges

before they happen.

Both customer

support and success are vital

to customer retention.

But until now, businesses

have had to manage support

and success in different places.

Not anymore.

I'm super excited to introduce

the all new Service Hub.

We've been working hard

behind the scenes to bring together

everything you need

to scale support and drive retention

all-in-one place.

One of the biggest challenges

we hear from customer support leaders is:

"How do I scale my team

without scaling costs?"

Equip your reps with the right tools.

And it all starts

with a new Help Desk Workspace.

We're giving reps a centralized view

to help them triage and resolve

their most pressing tickets

and maximize productivity.

And if you really want to scale support,

you might guess what I'm about to say: AI.

We've embedded

HubSpot AI into Service Hub

to help reps work smarter

and on their behalf.

Like the new GPT

powered Chatbot

[that] uses a human like tone

to answer questions

and close tickets automatically.

Now, your support team will be freed up

to focus on more complex issues

that actually need the most attention.

Reps can also use HubSpot AI

to summarize conversations

for warmer transfers,

and also to recommend

replies based on the ticket.

Replies that are both customer

friendly and on brand,

thanks to HubSpot AI's

built in guardrails.

One of the best parts is

Service Hub is built to scale with you.

We built a ton of new

features for large teams.

Omni-channel Support means

you can meet your customers

where they are.

Starting with Interactive Call Routing

built directly

into the Help Desk Workspace.

And coming soon,

new APIs

so you can connect any channel

you want directly into the Help Desk.

Advance SLAs

help you improve service delivery

so you can optimize important metrics

like time to reply,

or rep efficiency.

Capacity and Skills Base Routing

send tickets to the right rep

at the right time.

And we've built a more powerful,

customizable Knowledge Base

to handle your growing business

and self-service needs.

All right,

so those are just some of the over

40 releases from Service Hub

over the past year

to help you scale support.

But we know that acquiring

a new customer

can be up to 25 times more expensive

than keeping an existing one.

That's why

we're giving Customer Success Managers

a dedicated home in HubSpot

for the first time.

Meet the all new

Customer Success Workspace,

available in beta now.

CSM's can manage their book of business

by tracking tasks,

creating custom segments and views,

and keeping an eye on pipelines

for key accounts.

And soon,

we'll introduce

Customer Health Scores,

which can be powered

by all of your CRM data

and even things like product usage data.

Plus, with feedback management

tools, your teams can get ahead of trends

impacting customer retention.

And with HubSpot AI,

your customers have AI generated

summaries, transcripts, and next steps

after every call.

The Customer Success Workspace

will be a game changer

for CX teams,

helping them play

an even bigger role

in customer retention.

Great businesses are built with happy,

long-term customers.

With the all new Service Hub,

we're helping you deliver positive

customer experiences at scale

like never before.

Discover the all new Service Hub

featured in our Spring Spotlight.