



I'm a Customer Success Manager, and I just finished this call with a customer. I've also attached a couple of resources from our knowledge base that might be relevant.

Can you help me:

1. Identify the customer's real underlying concern (not just what they said on the surface)
2. Recommend a strategic approach for my follow-up
3. Draft a follow-up email I can personalize and send

I'll analyze the call and help you develop a strategic follow-up approach.

1. Underlying Concern

Surface level: Jennifer needs better reporting capabilities to pull time-to-resolution trends.

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Seasonal revenue patterns for boutique hotel pricing


2. **The November dead zone (Nov 8-17):** This is your biggest problem. Two weekends averaging just \$3K. Foliage is gone, ski hasn't started, no holidays. This needs a fundamentally different approach—you're not going to discount your way to full rooms here.
3. **Ski shoulder (late Nov-mid Dec):** Soft but salvageable. \$4.6-5.2K suggests people want to ski but aren't finding you yet.
4. **Holiday weeks:** Strong recovery to \$7.8-9.2K. You could probably push harder here.

The opportunities I'd focus on:

The **November gap** is where you're leaving the most money. Instead of competing on price, consider repositioning entirely: "Vermont Quiet Season" retreats for writers, remote workers, couples who specifically want the off-season vibe. Different guest, different value proposition.

Columbus Day looks underpriced relative to the week before—holiday weekends usually support a premium, and you actually dropped \$2.4K from peak foliage.

Early ski season needs mountain partnerships. Lift ticket packages, early-bird ski deals. Your guests are ready to ski; you just need to give them a reason to book with you versus the slope-side properties.

 Hotel revenue calendar
Code · JSX

Download



Claude can make mistakes. Please double-check responses.

How can I help you today?

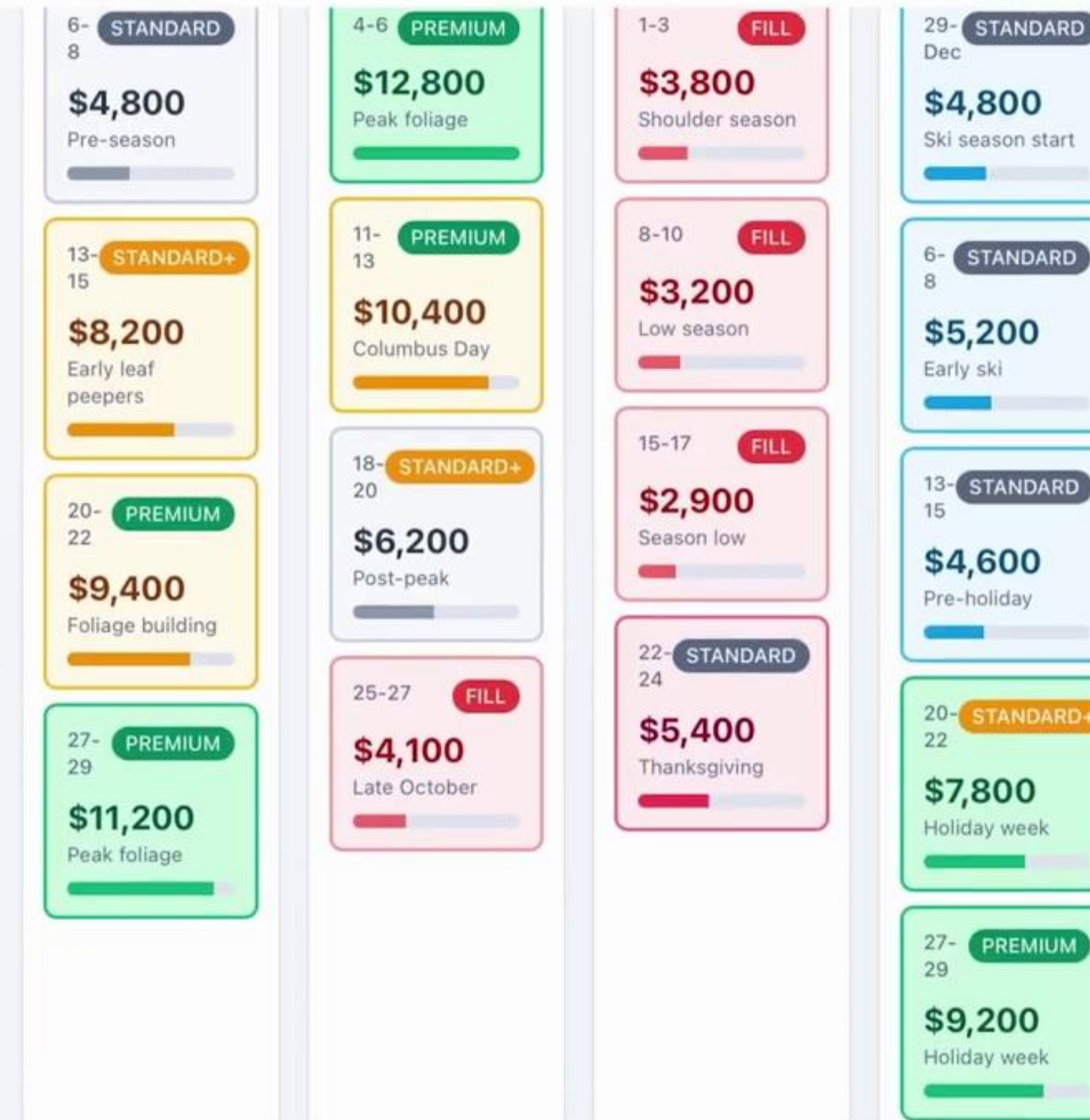


Opus 4.5



Hotel revenue calendar · JSX

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Pricing Strategy Guide

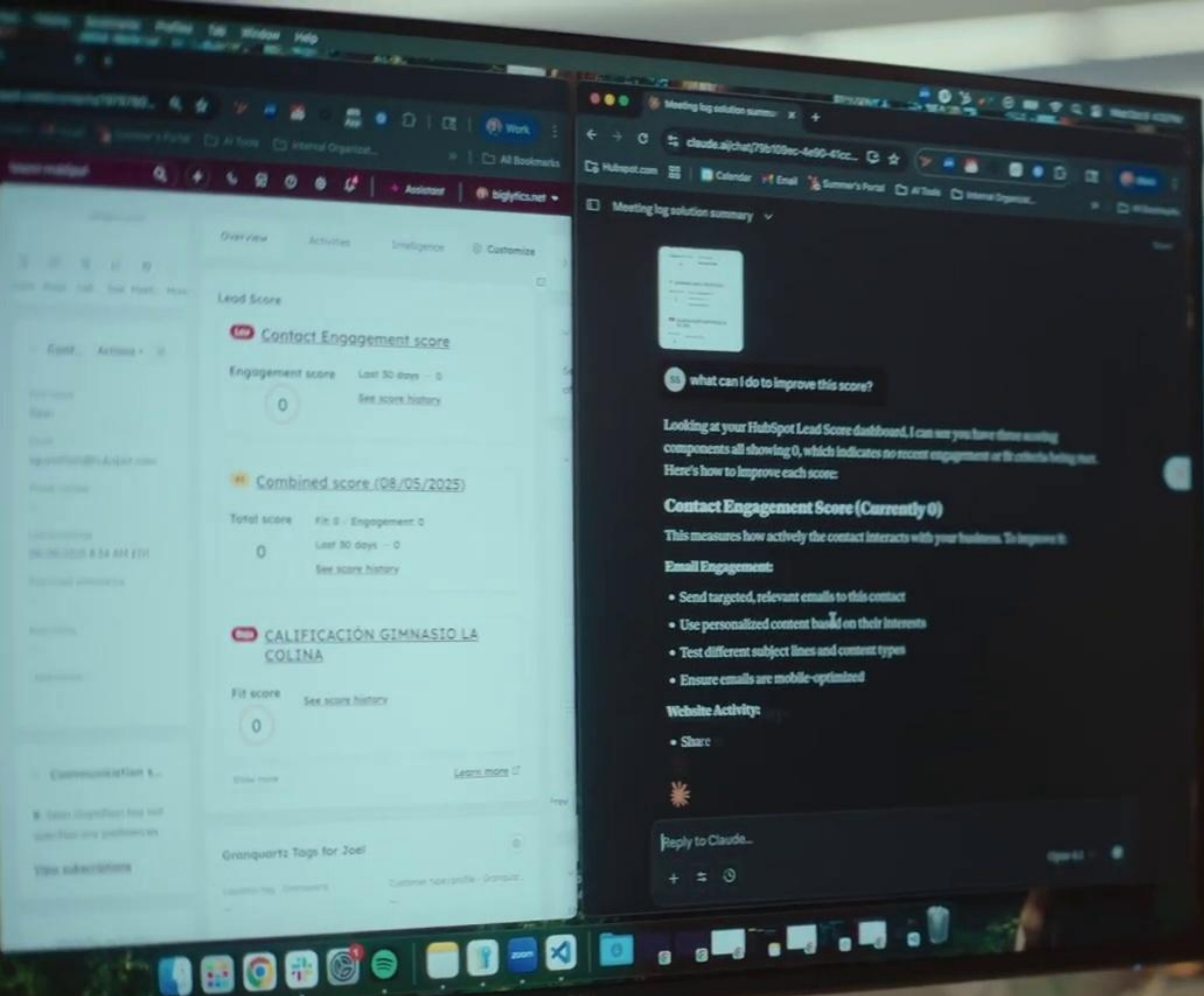
PREMIUM

STANDARD+

STANDARD

FILL





what can I do to improve this score?

Looking at your HubSpot Lead Score dashboard, I can see you have three scoring components all showing 0, which indicates no recent engagement or if contacts being new. Here's how to improve each score:

Contact Engagement Score (Currently 0)

This measures how actively the contact interacts with your business. To improve it:

Email Engagement:

- Send targeted, relevant emails to this contact
- Use personalized content based on their interests
- Test different subject lines and content types
- Ensure emails are mobile-optimized

Website Activity:

- Share

Reply to Claude...

Open AI