



CLASS 12

# The Pillars of Delight

Professor: Mark Kilens

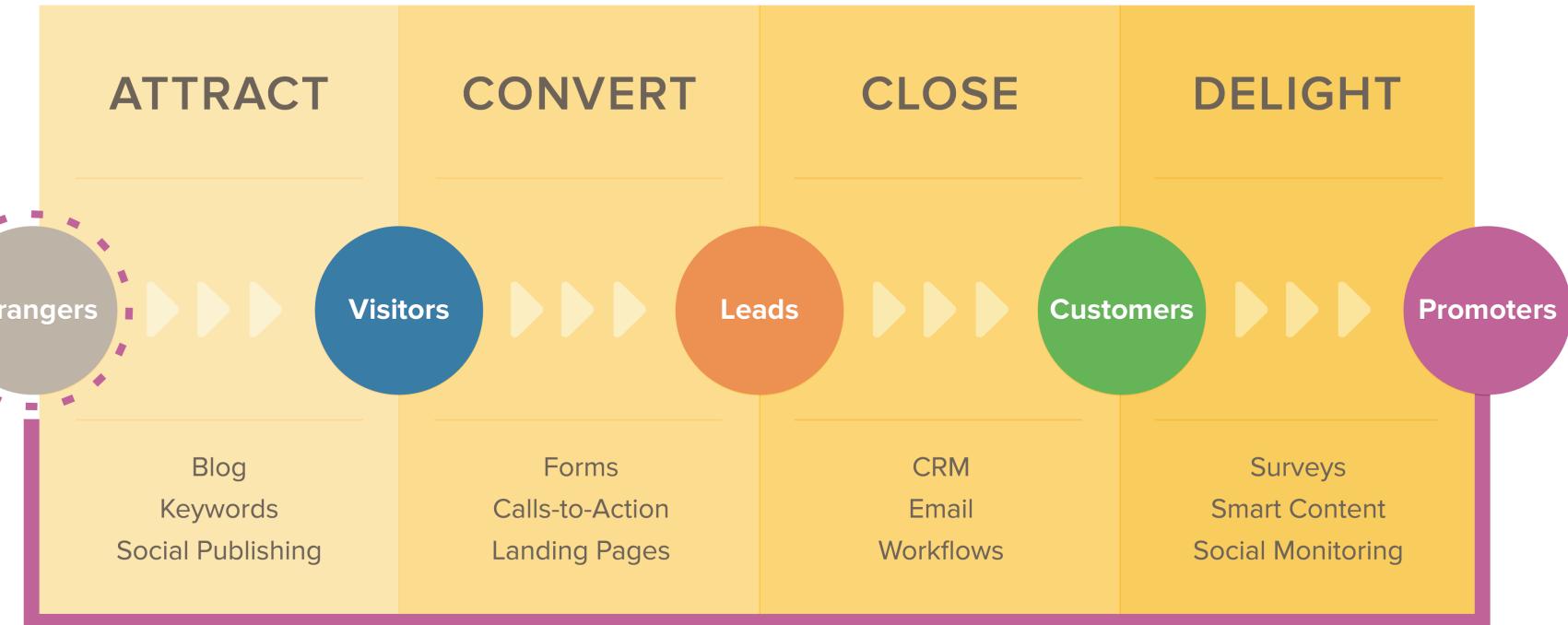
Inbound Certification

Brought to you by HubSpot Academy

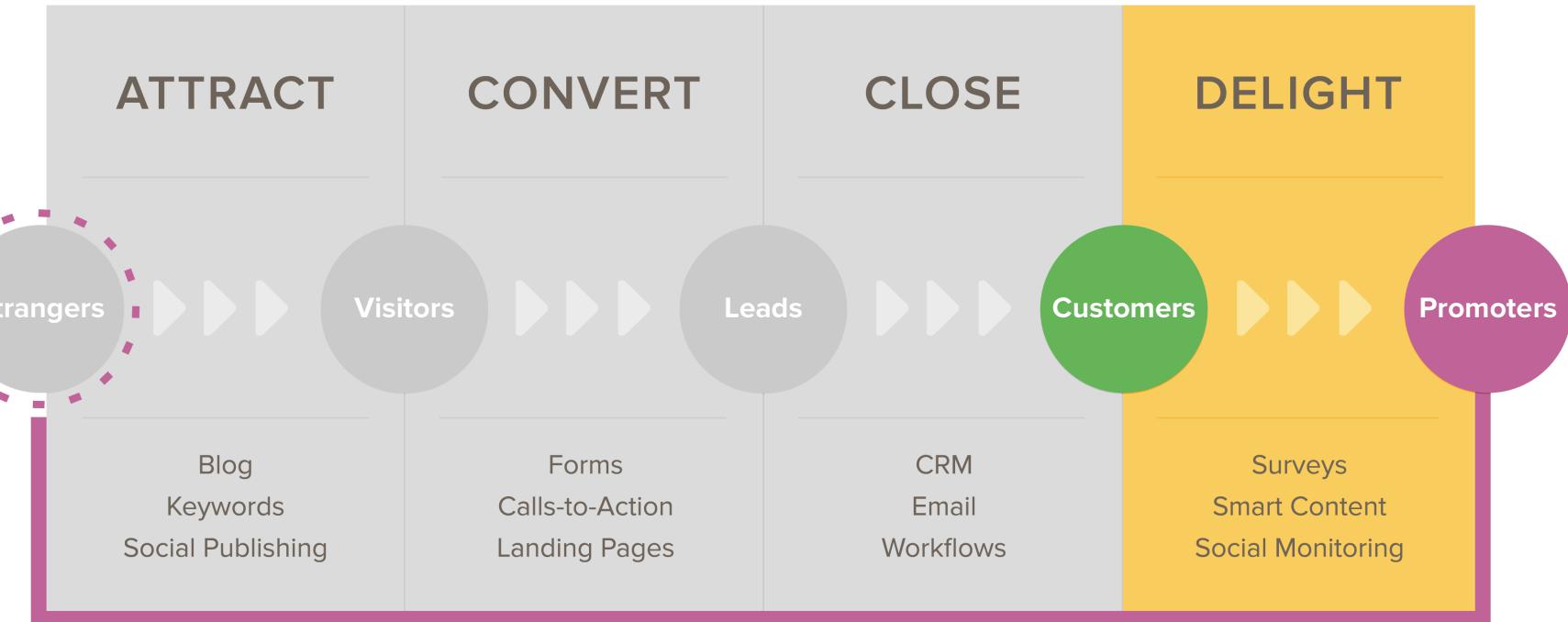
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# WHY CUSTOMER DELIGHT IS SO IMPORTANT

# Inbound Methodology



# Inbound Methodology





Most businesses spend the majority of their money and time on acquiring customers.

BRINE



oysters • crudo • chops  
Newburyport, MA





The best table.

# 8%

of companies surveyed said they currently provide a  
'very integrated' customer experience.

“Customer service shouldn’t just be a department, it should be the **entire company.**”

- Tony Hsieh, CEO of Zappos

# 58%

of companies say they are just now developing a strategy for delivering an integrated customer experience.

# 65%

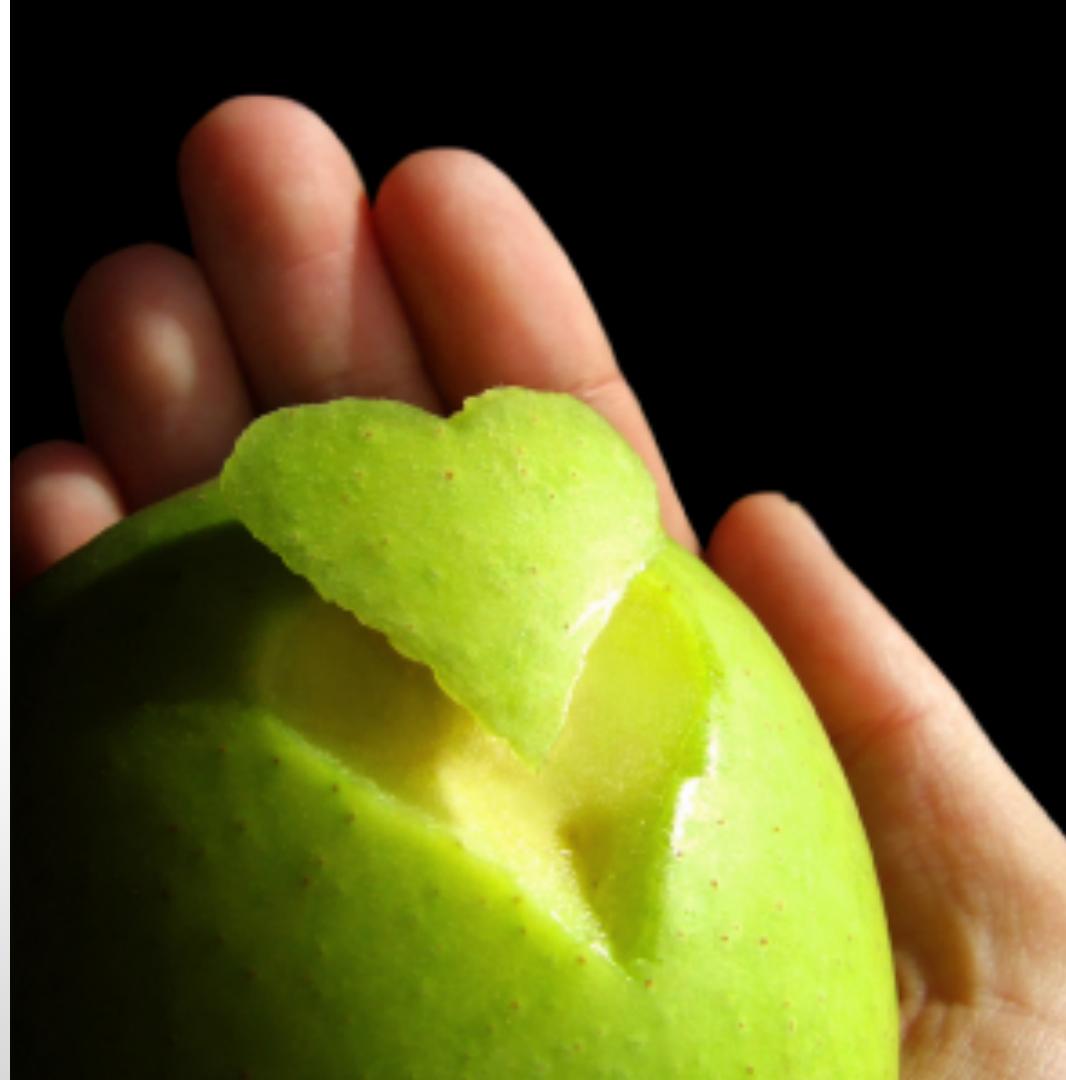
of consumers surveyed said they've cut ties with a brand over a single poor customer service experience.

**“Customer Experience is the new marketing.** If you don’t have a passionate, committed executive leadership team ... you won’t get out of the gate unless you have that. It’s the most important thing we do. We have the most demanding customers on the planet. Customer Experience better be at the top of your list when it comes to priorities in your organization.”

*- Steve Cannon, President & CEO of Mercedes-Benz USA*

# 2 HOW TO DELIGHT YOUR CUSTOMERS.

**Building trust  
is core to  
customer delight.**



# Customer delight is not just a post-sale activity.

Delight should be a priority both pre- and post-sale. Trust can be built at every interaction.



# THE THREE PILLARS OF DELIGHT

- 1 Innovation
- 2 Communication
- 3 Education

# INNOVATION

Change is better than the status quo.

Innovate to serve people with the right products.

# COMMUNICATION

Personal is better than impersonal.  
Communicate to help people.

# EDUCATION

Empowering is better than ignoring.  
Educate people to grow their knowledge.

‘It’s **everyone’s job** to delight customers.’

@MarkKilens



“If we all have a shared and beneficial outcome in serving our customer, we have a unified place where all our interests converge. Success is not defined by our own personal and business line goals; **success is in the eyes of the customer.**”

*- General John E. Michel*

The customer's  
experience is  
formed by  
every interaction.



# 82%

of consumers say the number one factor that leads to a great customer service experience is having their issues resolved quickly.

# THE CUSTOMER DELIGHT CHECKLIST

- Solve problems
- Provide recommendations
- Be yourself

Team members should be problem solvers.



# 3 THE SEVEN CUSTOMER DELIGHT GUIDELINES.

# WHEN SHOULD YOU START TO FOCUS ON BUILDING TRUST WITH PEOPLE?

- A. From the very first moment someone interacts with your business
- B. From the moment they become a customer
- C. At the beginning of the sales process
- D. After they have used your product or service

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# THE SEVEN CUSTOMER DELIGHT GUIDELINES

- 1 Delighting team members
- 2 Educating team members
- 3 Empowering team members
- 4 Listening
- 5 Asking
- 6 Serving
- 7 Following up

The background of the image is a gradient from dark green at the top to light green at the bottom. Several heart-shaped objects are floating in the air: one large dark red heart at the top left, a smaller dark red heart to its right, a large dark red heart in the center-right, and a smaller dark red heart at the bottom center. There are also several gold-colored coins scattered across the surface, with one prominent gold heart-shaped coin in the center. The overall aesthetic is romantic and professional.

“Customers will never  
love a company until the  
employees love it first.”

*-Simon Sinek*

# THE SEVEN CUSTOMER DELIGHT GUIDELINES

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Your hiring methodology  
is critical to delighting  
your customers.

# CREATE A HIRING METHODOLOGY

- Skills
  - Culture fit
  - Beliefs
  - Experience
  - Ideas

right

A photograph of two women in an office setting. One woman with long blonde hair is on the left, facing right. The other woman with dark hair and glasses is on the right, facing left and smiling. They appear to be engaged in a friendly conversation. The background is a bright, modern office environment.

# Test for Culture Fit

Create a set of culture-specific interview questions,  
have the interviewee meet with multiple people,  
and create pre-hire culture immersion experiences.

Hire for character,  
train for skill.

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Every small interaction makes a difference,  
because they create the larger experience.



# HOW YOU CAN EDUCATE TEAM MEMBERS

- Team members should be using your product or service
- Implement a new hire training program
- Develop on-going training programs
- Educate them by doing, not by way of lecture or presentation
- Share stories of what great customer service resembles
- Share examples of what solving for the customer looks like
- Everyone at your business should be educating other team members



Mercedes Benz invited all of their 23,000 team members to drive their cars and attend immersion sessions to learn about the company's history and manufacturing.

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# Develop **principles** that your team members live by.

Principles create autonomy and empower people to make decisions on their own.

# HUBSPOT ACADEMY PRINCIPLES

- Execute with excellence
- Educate with passion
- Create a consistent learning experience
- Seek out company-wide collaboration
- Provide outstanding customer service
- Always be learning
- Never settle
- \* Stay weird



Let the **personalities** of your team members shine through.

You hired them correctly, so set them free.



Your team members are  
**the face of your business.**

# MAGIC MOMENTS

happen when team members exceed expectations by going above and beyond a typical recommendation.





**Steven Howe**  
@StevenHowe

@wistia yeah, I was looking for a quick/budget way into your #GoProWeek but might have to wait for Santa instead!

4:18 PM - 17 Nov 2014



Steven Howe retweeted

**WISTIA** @wistia · Nov 25

@StevenHowe Hey Steven! We've got a little message for ya:  
[home.wistia.com/medias/6ve0ek6...](http://home.wistia.com/medias/6ve0ek6...) #GoProWeek

**WISTIA**



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[View more photos and videos](#)

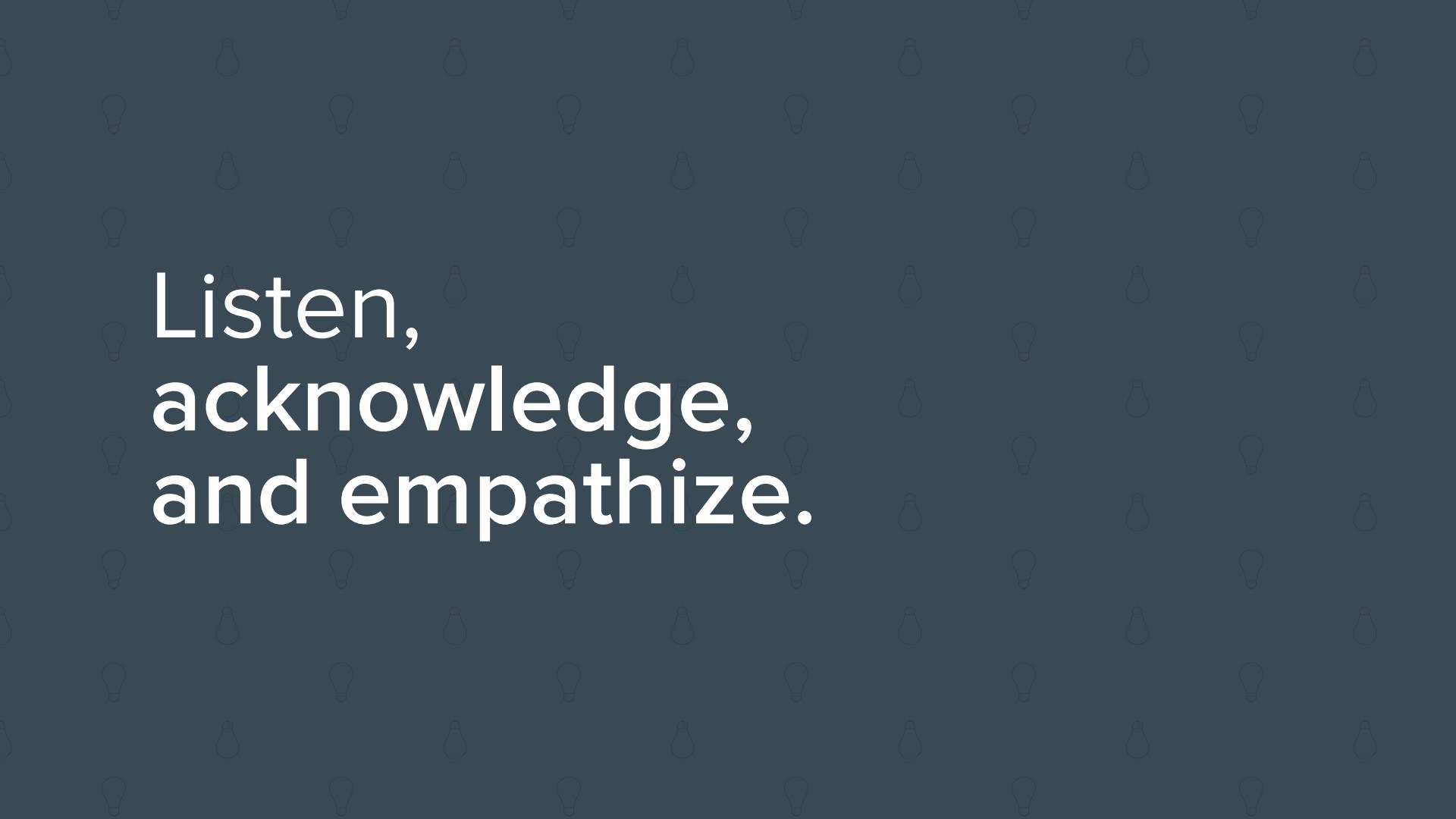
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# Silence is your friend.

Follow the 80/20 rule.





Listen,  
acknowledge,  
and empathize.

# USE SOCIAL MONITORING AS A LISTENING TOOL

## @HubSpot Mentions [Edit](#)

Using your @HubSpot Twitter account

 G2 Crowd @G2Crowd FOLLOWS YOU	 See how @Marketo @HubSpot @pardon @eloqua @actonsoftware & more rank based on crowdsourced reviews: <a href="http://ow.ly/nsqdy">ow.ly/nsqdy</a>	53 secs	<a href="#">Email</a>
 Rob O'Shea @robosheauk	 SlideShare Launches New Infographic Capabilities, and Other Inbound Stories of the Week <a href="http://buff.ly/17Qybmw">buff.ly/17Qybmw</a> via @hubspot	1 min	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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/nspm">ow.ly/nspm</a>	6 mins	<a href="#">Email</a>
 Susanna Hellden @susannahellden	 @HubSpot Thanks for this... an impressive 472-pages long doc and great read all the way through! <span style="border: 1px solid black; padding: 2px;">1</span>	6 mins	<a href="#">Email</a>
 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	<a href="#">Email</a>
 robo @robo 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	<a href="#">Email</a>

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

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

 Mike Champion @graysky FOLLOWS YOU	 RT @robo: 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	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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	<a href="#">Email</a>
 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	<a href="#">Email</a>



Measure and track  
all interactions.

This will help you improve the  
customer experience.

# Why **data**?

Data improves how you execute the pillars of delight and ensures you're always challenging the status quo.

Try it out with one of these tools:

1. [hively.co](https://hively.co)
2. [temper.io](https://temper.io)



# THE SEVEN CUSTOMER DELIGHT GUIDELINES

- 1 Delighting team members
- 2 Educating team members
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# Go exploring with customers.

Ask questions to learn more about their problem or goal.



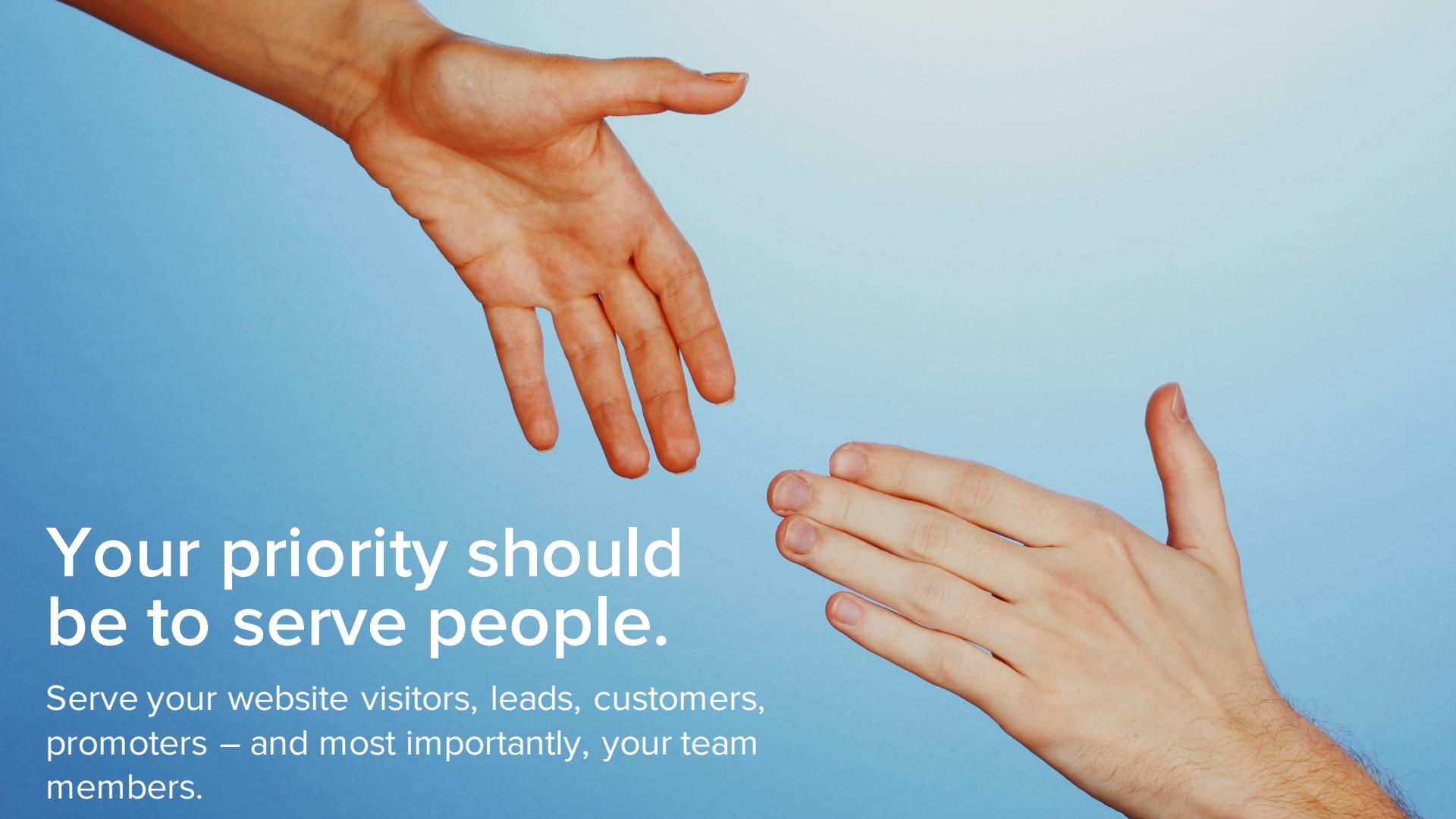


Pay attention to verbal  
and non-verbal **communication**.

Facial expressions, vocal rhythm, and body language will help  
you better understand the person's problem or question.

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A photograph of two hands reaching out from opposite sides of the frame towards each other. The hand on the left is a woman's, with a smooth, pale complexion. The hand on the right is a man's, with a slightly darker, more textured complexion and visible hair on the forearm. They are positioned as if they are about to touch or are in the middle of a handshake, set against a solid light blue background.

# Your priority should be to serve people.

Serve your website visitors, leads, customers, promoters – and most importantly, your team members.



Everyone at your business should be able to identify a customer by their **persona**.



“The businesses who  
are the best  
educators **will be the  
most successful.**”

*@MarkKilens*

# Serve, delight, and educate with **content**.

Companies who excel at educational content:

- Apple: In-person and online
- Home Depot: In-person and online
- Whole Foods: In-person and online
- Williams-Sonoma: Online
- Wistia: Online

# WILLIAMS-SONOMA

## WILLIAMS-SONOMA

*inspiring cooks everywhere*

Registry

Blog

Recipes

Wine

New

Gifts

Open Kitchen

Valentine's Day

Easter

Sale

SEA

Recipe Search

Recipe Box

Catalog Recipes

### THIS SEASON

In Season Now

30 Days, 30 Ways to Good Health

Salad Primer

Valentine's Day

### COOKING GUIDES

Guide to Juicing

Guide to Grains

Guide to Olive Oil

Guide to Cheese

Guide to Chiles

Guide to Wine

### FEATURED CHEFS

Featured Chefs & Authors

Tyler Florence

Ina Garten

Yotam Ottolenghi

### RESOURCES

Tips and Techniques

Entertaining Ideas

wsKids Recipes



### A WORLD OF INSPIRATION

This month we're turning to bold Asian flavors to bring winter meals to life. From spicy noodle dishes to savory dumplings made from scratch, these fresh new ideas will warm up the kitchen.

[See Recipes](#)

# HOME DEPOT

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### TOP DIY CATEGORIES

# HUBSPOT CUSTOMER STORIES

## How We Get Our Inbound Campaigns Organized and in Motion [Customer Story]

by [Oscar Quiroga](#)

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 August 20, 2014 at 12:00 PM

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Creating content can be difficult, but what I've found to be most challenging is getting started - specifically mapping out my content and turning it into a cohesive campaign.

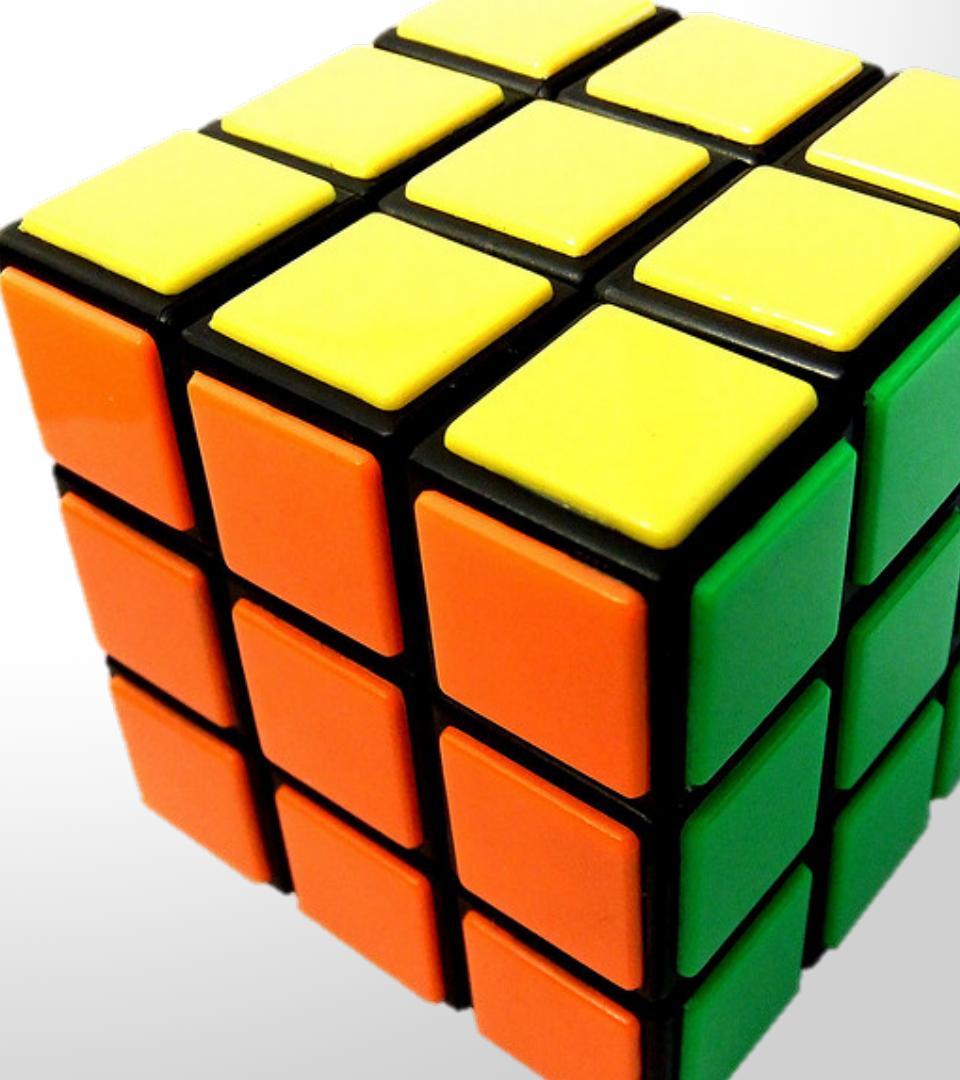
I needed a mechanism to help me strategically organize the content my team needed to build. Without it, I found it quite difficult to nail down the strategy and conceptualize it all!



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Resolve **all** of  
their problems.



# Be on time.

Set the right time expectations and  
don't take longer than you promised.



# USE RECIPROCITY

Respond to one positive action with another.



# Use **email workflows** to follow-up with customers after they purchase.

## Customer Nurturing

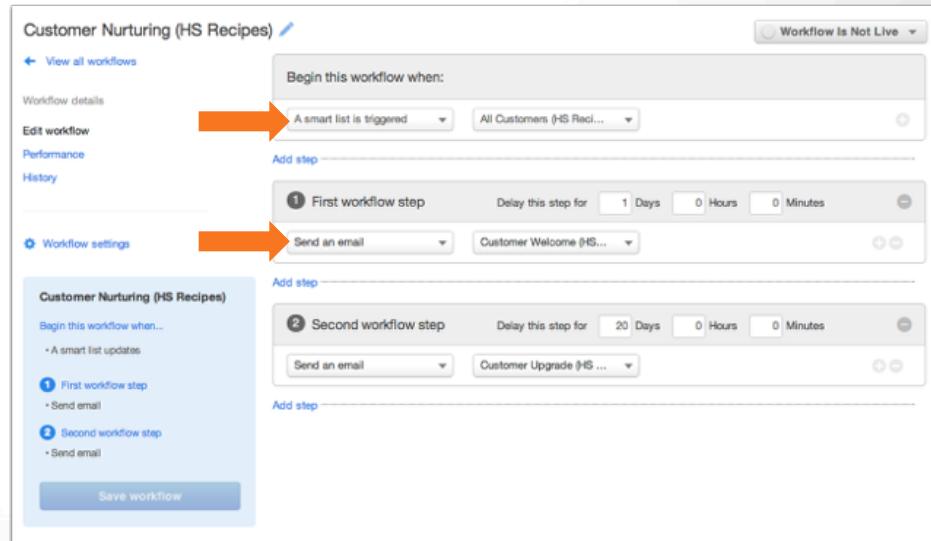
This recipe is designed to convert new Customers into more engaged members of your community.

• This list triggers the workflow, and groups all contacts who have Lifecycle Stage of a Customer.

✉ This email sends a welcome message to new Customers when they convert.

✉ This email sends a message to new Customers inviting them to upgrade or apply a discount or special offer.

🔁 This workflow ties it all together, sending two emails in succession to the starting list of Customers.



Customer Nurturing (HS Recipes) Workflow Is Not Live

Begin this workflow when: A smart list is triggered All Customers (HS Recip...)

Workflow details Edit workflow Performance History

Workflow settings

1 First workflow step Delay this step for 1 Days 0 Hours 0 Minutes

Send an email Customer Welcome (HS...)

2 Second workflow step Delay this step for 20 Days 0 Hours 0 Minutes

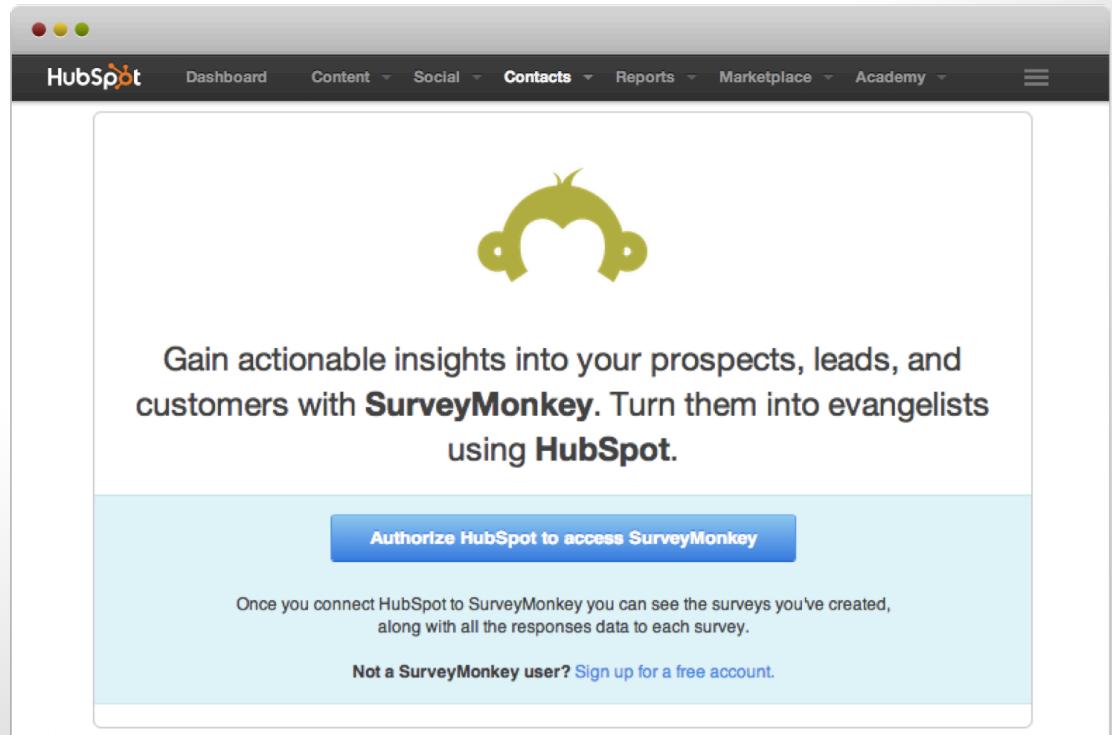
Send an email Customer Upgrade (HS...)

Add step

Save workflow

# HUBSPOT & SURVEYMONKEY

- Net promoter score
- Buyer persona data
- Event feedback



It's not what you say, but  
**how you make them feel**  
that creates a lasting relationship.



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# THANK YOU.

