



HubSpot Service Hub Customer Impact Research

Prepared by Beall Research for
HubSpot

About this Research

The results described in this document are based on a survey of 200 HubSpot customers conducted December 1-2, 2022. The survey was commissioned by HubSpot and conducted by Beall Research. While we have made every attempt to ensure the survey was conducted professionally, we have not independently verified any customer results, and therefore, we cannot be responsible for their accuracy. All survey results are provided for information purposes only and are "as is," with no guarantee of completeness, accuracy, timeliness, or results obtained from the use of this information, and without warranty of any kind. Please keep in mind that results for individual businesses, including yours and HubSpot's, may differ based on your own markets, customer base, industry, geography, stage, and/or other factors.

Research Overview

Why

To determine whether Service Hub customers experience positive outcomes as a result of using Service Hub. The research answers these questions:

- Do customers experience cost savings as a result of using Service Hub? If so, how much money is saved and what do they attribute the savings to?
- Do customers experience time savings as a result of using Service Hub? If so, how much time is saved and what do they attribute the time savings to?
- Do customers experience a reduction in their customer churn as a result of using Service Hub? If so, how much is churn reduced and what do they attribute the customer churn reduction to?
- Do customers feel more connected to their customers as a result of using Service Hub? If so, what do they attribute this greater connection to?

Who

- Use HubSpot Service Hub software
- Have knowledge about the impact of software on company's relationship with customers
- Been a HubSpot customer for at least 12 months
- Employed at company when started using Service Hub

How

The survey was conducted online with 200 HubSpot customers, from invitations sent by HubSpot

When

Fieldwork was conducted from December 1-2, 2022



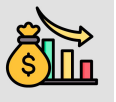


Executive Summary

HubSpot Service Hub Benefits

Customers most often recognize that HubSpot Service Hub software has helped their organization become more efficient (70%), save time (62%), improve their reporting/analytics (48%), and improve relationships with their customers (47%).

HubSpot Service Hub Impact

Service Hub customers most often experience time savings after implementing Service Hub, most also save money, and somewhat fewer reduce their customer churn.

Benefit Area	Experienced Benefit?	When?	What Attribute To?
<p>Cost Savings</p> 	<p>55% experienced cost savings (5% on average)</p>	<p>72% within first 9 months of use</p>	<ul style="list-style-type: none">• Makes customer service agents more efficient• Able to resolve customer issues more quickly• Reduces number of customer service calls and emails
<p>Time Savings</p> 	<p>86% experienced time savings (8% on average)</p>	<p>81% within first 9 months of use</p>	<ul style="list-style-type: none">• Connects customer service data and channels on one platform• Makes customer service agents more efficient• Improves customer service team management• Able to resolve customer issues more quickly
<p>Customer Churn Reduction</p> 	<p>30% experienced customer churn reduction</p>	<p>83% within first 9 months of use</p>	<ul style="list-style-type: none">• Able to resolve customers' questions or issues more quickly• Can be reached by customers more quickly and easily• Able to provide a more positive customer service experience overall

HubSpot Service Hub Impact

A large majority of Service Hub customers say their customers feel more connected to their customers as a result of using Service Hub.

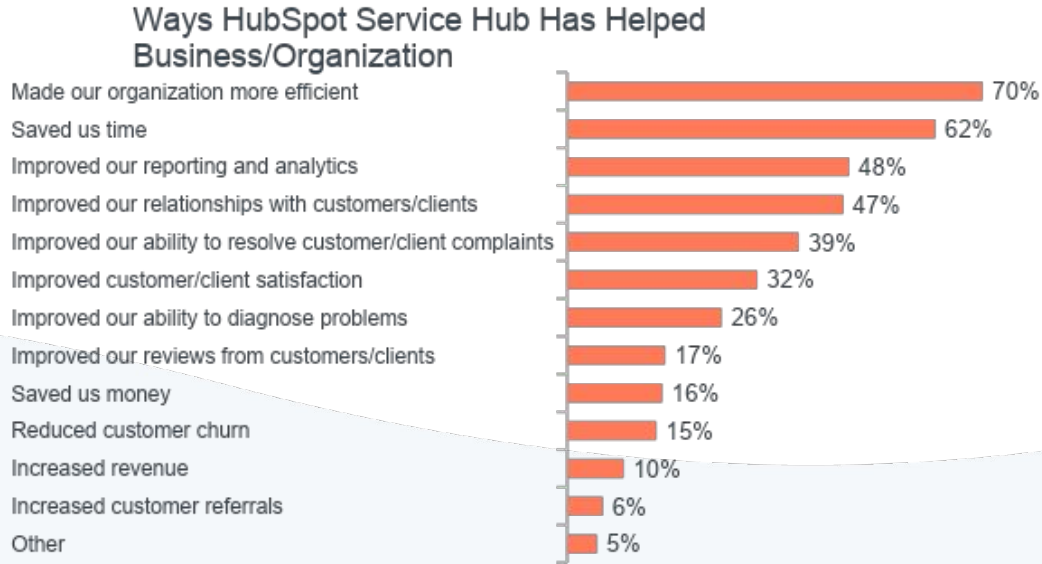
Benefit Area	Experienced Benefit?	When?	What Attribute To?
<p>Increased Customer Connection</p> 	<p>66% feel more connected to their customers</p>		<ul style="list-style-type: none">• Makes it easier to stay in touch with customers• Better able to resolve customers' questions or issues• Creates more positive experience for customers• Able to provide proactive assistance to our customers

Detailed Findings



Benefits of HubSpot

The main benefits of the software include efficiency gains, time savings, improved reporting, and better customer relationships.

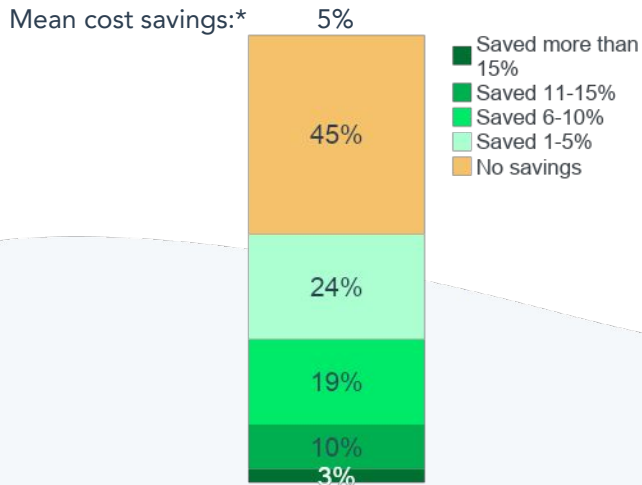


A.1 Overall, how satisfied are you with the HubSpot Service Hub software you are using? A.2 How has the HubSpot Service Hub software you are using helped your business/organization? Base: All respondents n=200

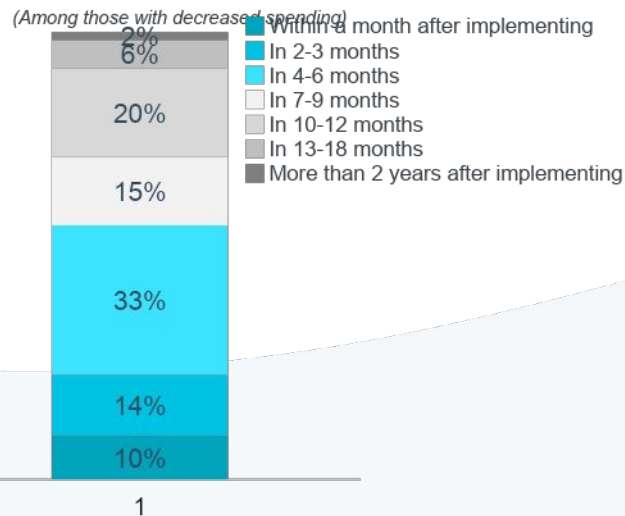
Cost Savings Due to HubSpot

Over half of customers (55%) experienced cost savings after implementing Service Hub, about one-third more than a 5% savings, and most experienced savings within the first 6 months of use.

Cost Savings on Customer Service After Implementing HubSpot Service Hub



Time Taken to Experience Savings in Spend After Implementing HubSpot Service Hub

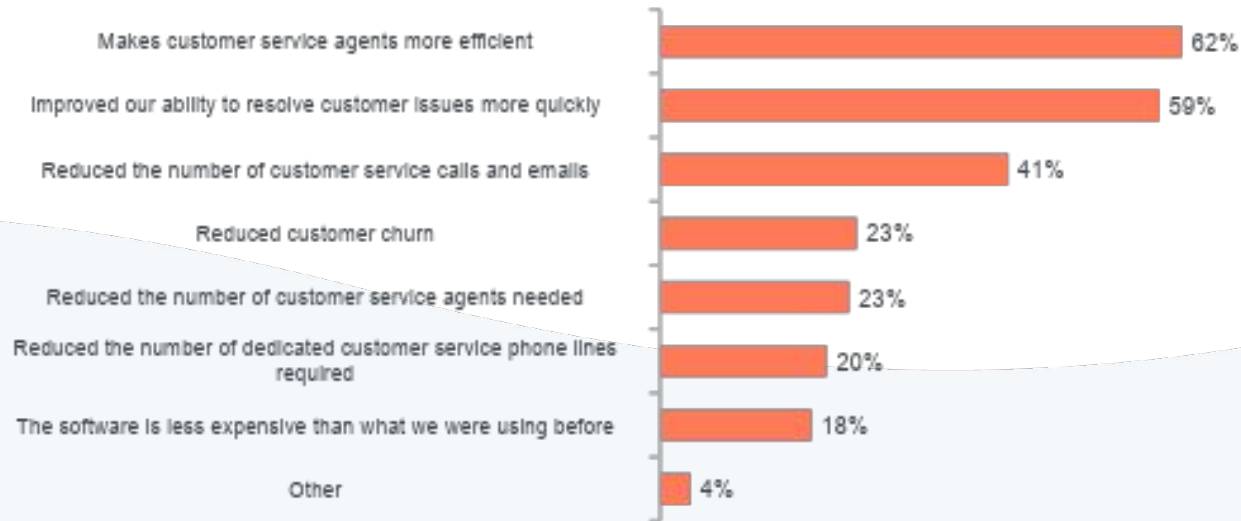


B.1 Overall, how much money, if any, has your business/organization saved on customer service (e.g., agent headcount, training, software, equipment, customer management/retention, etc.) as a result of implementing HubSpot Service Hub software? Base: All respondents n= 200; B.2 How long did it take for your business/organization to experience a savings in the amount of money you spend on customer service after implementing HubSpot Service Hub software? Base: Spending on customer service decreased as a result of implementing HubSpot Service Hub software n=111 *Mean values are based on midpoints of ranges, not raw values

Cost Savings Due to HubSpot

Service Hub has helped save money by making customer service agents more efficient, improving ability to resolve customer issues quickly, & reducing the number of customer service calls/emails.

Ways HubSpot Service Hub Has Helped Save Money
(Among those with decreased spending)



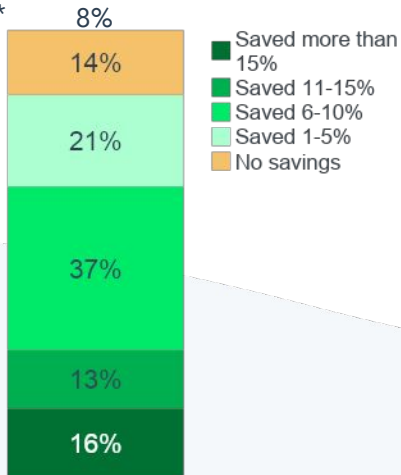
B.3 How has HubSpot Service Hub software saved you money on customer service? Base: Spending on customer service decreased as a result of implementing HubSpot Service Hub software n=111

Time Savings Due to HubSpot

The vast majority of customers (86%) experienced time savings after implementing Service Hub, around 8% savings on average, and most were saving time within the first 6 months of use.

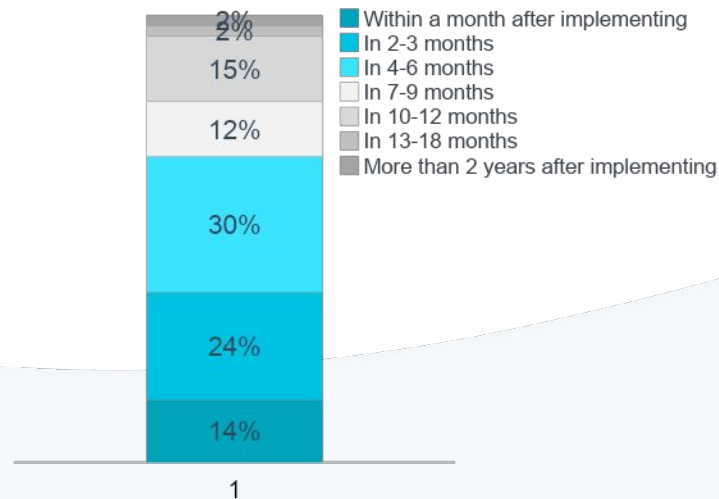
Time Savings on Customer Service After Implementing HubSpot Service Hub

Mean time savings:*



Time Taken to Experience Savings in Time After Implementing HubSpot Service Hub

(Among those with decreased time spent)



C.1 Overall, how much time, if any, has your business/organization saved on customer service (e.g., on agent hours, number of customer issues, time to resolve each issue, etc.) as a result of implementing HubSpot Service Hub software? Base: All respondents n=200; C.2 How long did it take for your business/organization to experience a savings in the amount of time you spend on customer service after implementing HubSpot Service Hub software? Base: Time spent on customer service decreased as a result of implementing HubSpot Service Hub software n=171 *Mean values are based on midpoints of ranges, not raw values

Time Savings Due to HubSpot

Service Hub has helped save time by connecting customer service data/channels on one platform, and improving agent efficiency, team management, & the ability to resolve customer issues quickly.

Ways HubSpot Service Hub Has Helped Save Time
(Among those with decreased time spent)

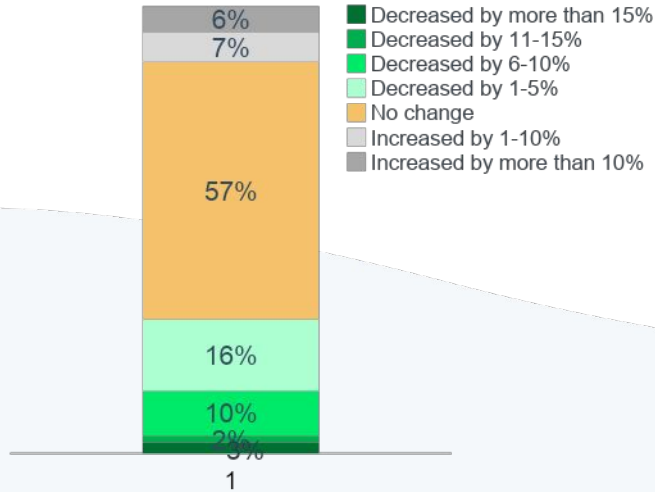


C.3 How has HubSpot Service Hub software saved you time on customer service? Base: Time spent on customer service decreased as a result of implementing HubSpot Service Hub software n=171

Churn Reduction Due to HubSpot

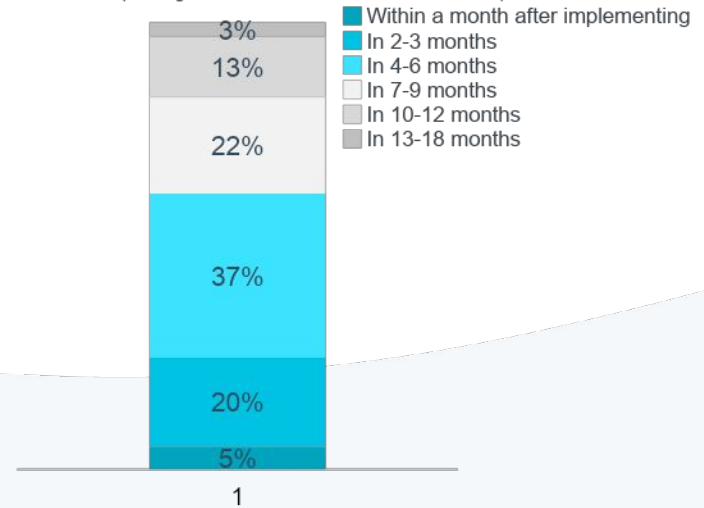
Nearly one-third of businesses experienced a reduction in customer churn after implementing Service Hub, and most experienced this improvement within the first 6 months of use.

Change in Customer Churn After Implementing HubSpot Service Hub



Time Taken to Experience Decrease in Customer Churn After Implementing HubSpot Service Hub

(Among those with decreased customer churn)



D.1 Overall, how much would you say the amount of customer churn your business/organization experiences has changed as a result of implementing HubSpot Service Hub software? Base: All respondents n=200;

D.2 How long did it take for your business/organization to experience a decrease in customer churn after implementing HubSpot Service Hub software? Base: Customer churn decreased as a result of implementing HubSpot Service Hub software n=60

Churn Reduction Due to HubSpot

Service Hub helped reduce customer churn by enabling quicker resolution of customers' issues, making it easier for customers to reach them, & providing a more positive customer experience.

Ways HubSpot Service Hub Has Helped Decrease Customer Churn
(Among those with decreased customer churn)

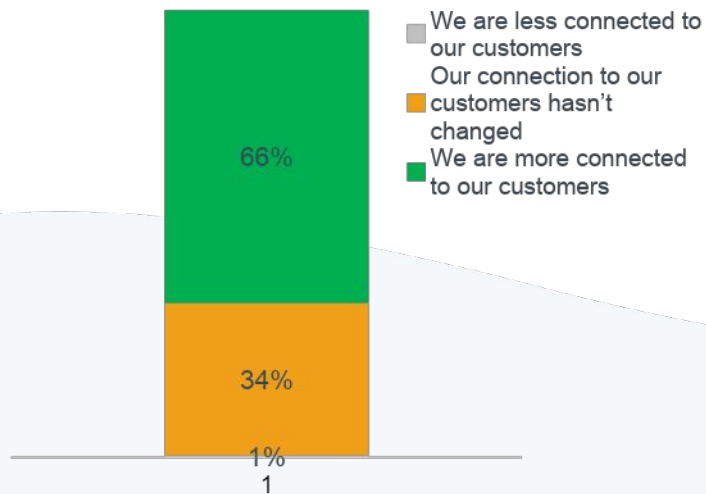


D.3 How has HubSpot Service Hub software decreased your customer churn? Base: Customer churn decreased as a result of implementing HubSpot Service Hub software n=60

Increased Customer Connection Due to HubSpot

Two-thirds feel more connected to their customers, because Service Hub makes it easier to stay in touch and resolve their issues, and provides a more positive experience & proactive assistance.

Change in Customer Connection After Implementing HubSpot Service Hub



Ways HubSpot Service Hub Has Created a Stronger Connection with Customers

(Among those more connected to customers)



F:1 Overall, does your business/organization feel more or less connected to your customers as a result of implementing HubSpot Service Hub software? Base: All respondents n= 200 F:2 How has HubSpot Service Hub software created a stronger connection with your customers? Base: More connected to customers as a result of implementing HubSpot Service Hub software n=131

Conclusion

Overall, the research shows that Service Hub customers experience greater efficiency, time savings, better reporting/analytics, and improved relationships with their clients.

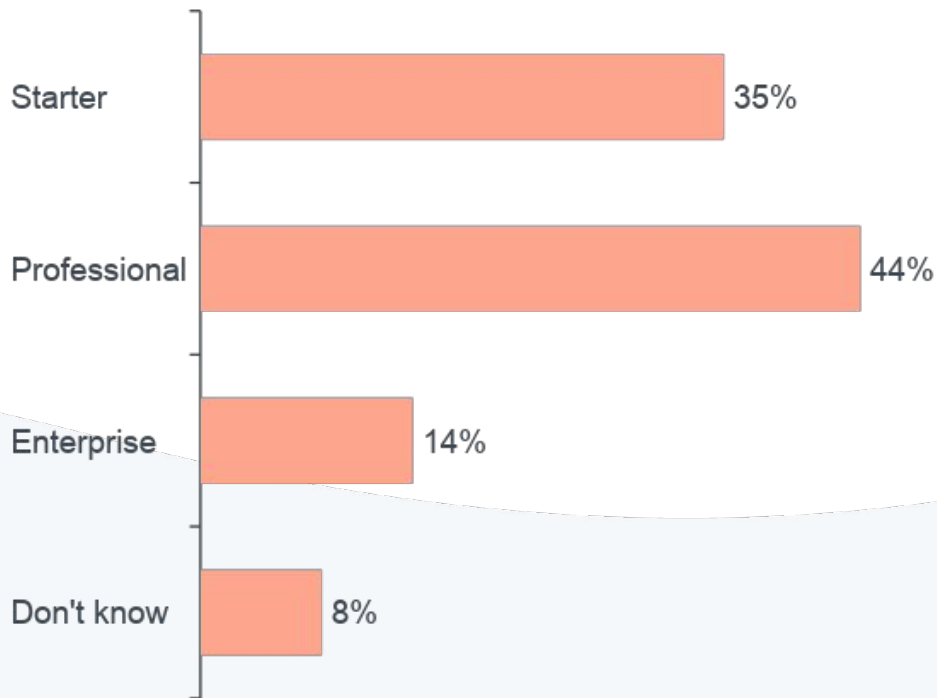


Appendix



HubSpot Service Product Plan

Professional and *Starter* are the most common HubSpot Service Hub plans among those surveyed



S.5a Which product plan do you have with HubSpot Service Hub? Base: All respondents n= 200

Demographics/Firmographics

Years with Business/Organization	
1 to 3 years	55%
4 to 6 years	24%
7 to 10 years	13%
11 to 15 years	6%
16 to 20 years	2%
More than 20 years	1%
Software Decision-Maker	
Myself, primarily	32%
Myself and other employee(s) equally	35%
A cross-functional committee, of which I am a member	20%
Other	15%
Length of Time Using HubSpot Service Software	
1 to 2 years	83%
3 to 5 years	16%
6 or more years	1%
Number of Employees	
10 or less	33%
11-25	28%
26-50	19%
51-100	13%
101-250	5%
251+	4%

Location	
Northern Americas	62%
Europe	30%
Asia	3%
Oceania	3%
Latin America and the Caribbean	2%
Africa	1%
Work Role	
C-Suite	32%
Manager	23%
Director	22%
VP/SVP	10%
Marketer	5%
Other	10%
Dept/Job Classification	
Sales	23%
Marketing	19%
Operations	19%
Customer Service/Customer Support	12%
Information and Technology	10%
Engineering	4%
Finance	2%
Human Resources	2%
Other	13%

Industry	
Information and Technology	38%
Professional and Business Services	17%
Education and Health Services	7%
Manufacturing	7%
Financial Activities	6%
Construction	4%
Trade, Transportation, and Utilities	3%
Leisure and Hospitality	3%
Other Services & Public Admin	1%
Years in Operation	
1 to 3 years	25%
4 to 6 years	28%
7 to 10 years	15%
11 to 15 years	13%
16 to 20 years	4%
More than 20 years	16%
Revenue	
Up to \$100,000	10%
\$100,001 to \$500,000	16%
\$500,001 to \$1,000,000	11%
\$1,000,001 to \$5,000,000	21%
\$5,000,001 to \$10,000,000	9%
\$10,000,001 to \$15,000,000	2%
\$15,000,001 to \$20,000,000	3%
More than \$20,000,000	6%

Base: All respondents n= 200

