



YOUR QUESTIONS, ANSWERED: HUBSPOT SERVICE HUB FAQs



GENERAL INFORMATION

1. What is customer service software?

Customer service software is the consolidation point for managing the customer journey. It allows you to manage the onboarding of new customers, collect, organize, and respond to customer support requests, and ensure the growth and satisfaction of your customers. Service Hub includes features that make it easy to deliver authentic, personalized service.

2. How easy is it to implement HubSpot's Service Hub software?

With automation and contextual guidance built right in, getting started with Service Hub is simple. However, if you need implementation assistance or require a custom implementation solution, the expert team at Vonazon is here to help.

3. What makes HubSpot customer service software a popular choice?

While Service Hub stands out for the power and ease of use of its support and help desk features, it's also popular for the way it helps you put the customer first. With the ability to meet customers on their preferred channel, when they need it, Service Hub unlocks contextualized and personalized interactions with customers at any point in the customer journey.

Additionally, Service Hub includes HubSpot's CRM functionality and seamlessly integrates with Marketing Hub, Sales Hub, Content Hub, and



Operations Hub, so your entire front office team can work with a complete view of the customer. Finally, you can easily sync Service Hub with more than 1,500 custom integrations, so your services team has all its favorite tools on one robust, intuitive platform.

4. How does Service Hub work with Marketing Hub, Sales Hub, Content Hub, and Operations Hub?

Service Hub, Marketing Hub, Sales Hub, Content Hub, and Operations Hub are each part of HubSpot's customer platform, designed to help you grow better. When you utilize two or more hubs together, your data is automatically connected on the platform, enabling you to easily track the entire customer journey from first website visit to closed deal to loyal customer.

5. Can Service Hub be integrated with other CRM systems?

Yes! HubSpot offers a fully supported, native Salesforce integration that's easy to set up and use and offers integrations for many other CRM systems.



HELP DESK AND TICKETING

6. What is a help desk?

A help desk is a centralized tool for managing incoming customer issues. Help desks enable service teams to organize and record ongoing customer issues and provide a reference point for customer-facing teams. Help desks also help you track efficiency metrics to manage the performance of your service facing team, such as response time, ticket volume, first resolution time, and how many tickets are in which stage of resolution.

7. What makes HubSpot Help Desk unique?

HubSpot's help desk offers all of the standard features you find with typical help desk software, and much more. Leverage automation capabilities to send your tickets directly to the best user on your team. Escalate effectively and efficiently so your customers never have to suffer from long wait times. Utilize HubSpot's built-in knowledge base to document all of your existing knowledge, and make it easy for customers to find answers on their own.

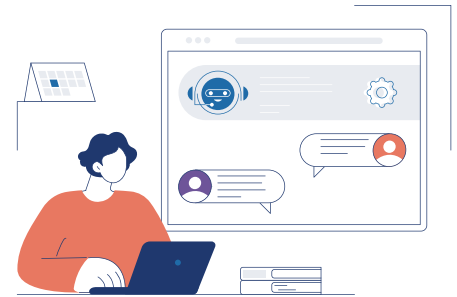
YOUR QUESTIONS, ANSWERED: HUBSPOT CONTENT HUB FAQs

HELP DESK AND TICKETING

8. What are the popular features of HubSpot help desk?

Popular features of HubSpot's help desk include:

- Ticket automation and routing
- Customer support performance metrics and reporting
- Triage and SLA levels to meet all your customer needs
- AI customer service features like bots and ticket summarization
- Built-in knowledge base to quickly create and reference documentation
- Integrated feedback surveys to track customer sentiment and happiness
- 360-degree customer view, powered by HubSpot Smart CRM
- Integrations with key tools like Jira and Slack



9. How much time does it take to implement HubSpot help desk?

For companies that have never used a help desk, the implementation time can be short, as the only thing you need to set up is access for your team and their specific role. If you're already using a help desk, implementation time may vary based on factors like data migration and the complexity or amount of data you have to move over. If you need any assistance implementing HubSpot help desk into your system, don't hesitate to contact the experts at Vonazon.

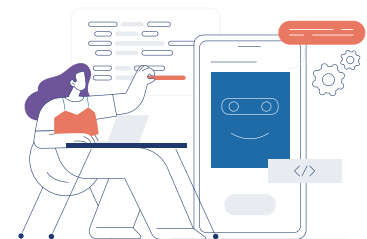
10. How much do HubSpot's help desk tools cost?

HubSpot's help desk tools are part of Service Hub, and you can get started with select functionality for free. If you're looking for more advanced features to help automate and scale your customer support operations, HubSpot also offers premium features with the Starter, Professional, and Enterprise editions of Service Hub.

CHATBOTS

11. What is a chatbot builder?

A chatbot is an artificial intelligence tool that helps prospects or customers find answers to simple questions. Historically, chatbots required code to build or customize. A chatbot builder takes out most of the technical knowledge necessary to create a chatbot and empowers everyone to create one. Not only can you build chatbots for your website, but most chatbot builders also allow you to build chatbots that work on platforms like Facebook Messenger or other social media.



12. What makes HubSpot chatbot builder unique?

HubSpot chatbot builder includes all of the features found with modern chatbot builders and far more. Since it's powered by HubSpot's Smart CRM tools, the chatbot builder helps you personalize messages using content directly from your library. Qualify your leads before responding to them, and always send the exact right response using natural-sounding sequences.

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CHATBOTS

13. Can HubSpot chatbot simulate conversations?

When customers and prospects use a live chat widget to learn more about your product or submit a customer service request, they expect human connection on demand. HubSpot's chatbot builder is designed to help you exceed their expectations without having to multiply your headcount.

Start by setting up automated, on-brand welcome messages, and use if/then branches to triage sales questions or service requests to the right team. Leverage a two-way connection between your chat widget and your CRM, which allows you to automatically customize chatflows to fit your contact's information, while enriching your CRM data with every conversation.

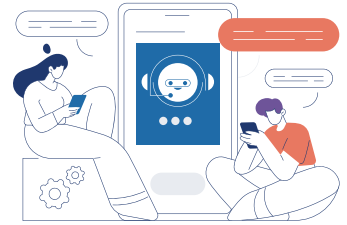
14. What are the popular features of HubSpot chat builder?

Popular HubSpot chatbot builder features include:

- Book meetings and qualify leads automatically directly from within your chatbot window
- Design chatbot windows that match the theme of your website or product
- Create natural-seeming chatbot sequences without

any coding knowledge required

- Automatically trigger an email sequence after a conversation with your chatbot has closed
- Personalize messages using information pulled directly from your CRM



15. How can a chatbot builder help my business?

Chatbot builder software can help you:

- Automate repetitive tasks, such as asking intake questions and routing inquiries to the right team
- Streamline customer service
- Capture and nurture leads
- Save time and money by automating your service team's most repetitive tasks.

16. How much does HubSpot's chatbot builder cost?

HubSpot's chatbot builder is available for free with no credit card required, with additional functionality in premium editions of Marketing Hub, Sales Hub, Service Hub, and Content Hub.



SERVICE ANALYTICS

17. What is HubSpot service analytics?

Service analytics is a set of out-of-the-box reports available in Service Hub. This feature provides service leaders with insight into rep productivity, customer satisfaction, customer knowledge base usage, and more.

18. What type of insights can I find?

Examples of analytics that can be found in Service Hub reports include rep productivity, average ticket response time, post-support survey scores, overall support volume, response time on chats, ticket volume, and much more.

19. How can analytics help improve my customer service?

Service analytics in Service Hub helps make your customers feel seen and valued by understanding their pain points. The easily digestible reports provide vital customer service data such as how customers use your knowledge base, chat wait time, satisfaction scores, and more.

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