

INBOUND

What's New for Service

Hosted by Adriti Gulati and Troy Fiawoo

September 5, 2025



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Gulati

Principal Inbound
Professor, HubSpot



Troy
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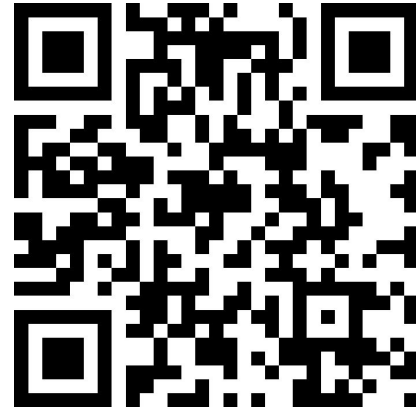
Inbound Professor,
HubSpot

Agenda

1. Welcome + Icebreaker
2. Scale Support with Agents
3. Drive Better Retention with AI
4. Deeper Insights & Reporting
5. Q&A
6. Wrap-Up

How to Submit Questions

- Scan the QR code to join →
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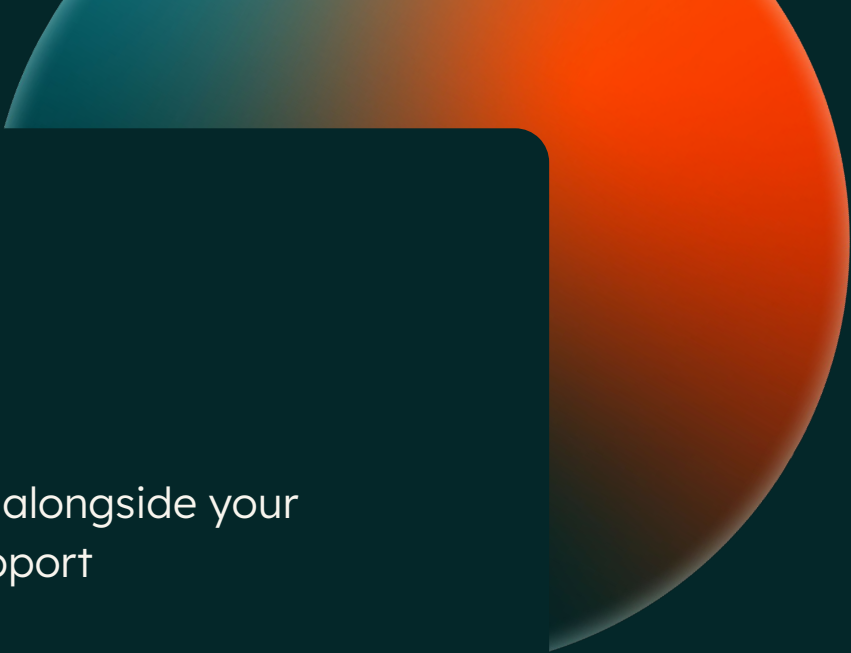
Which is the biggest challenge your service team is currently facing?

- A. Answering the same questions repeatedly
- B. Identifying knowledge gaps in content
- C. Creating and analyzing support reports

Scale Support with Agents

Today's Reality

- Support teams face increasing ticket volumes and repetitive questions
- Difficult to maintain quality interactions while scaling to meet growing demand
- Teams are consumed by routine tasks instead of complex problem-solving



Solution: AI agents working alongside your
Service team to help scale support



Bhargava
Gade

Senior Product
Manager, HubSpot

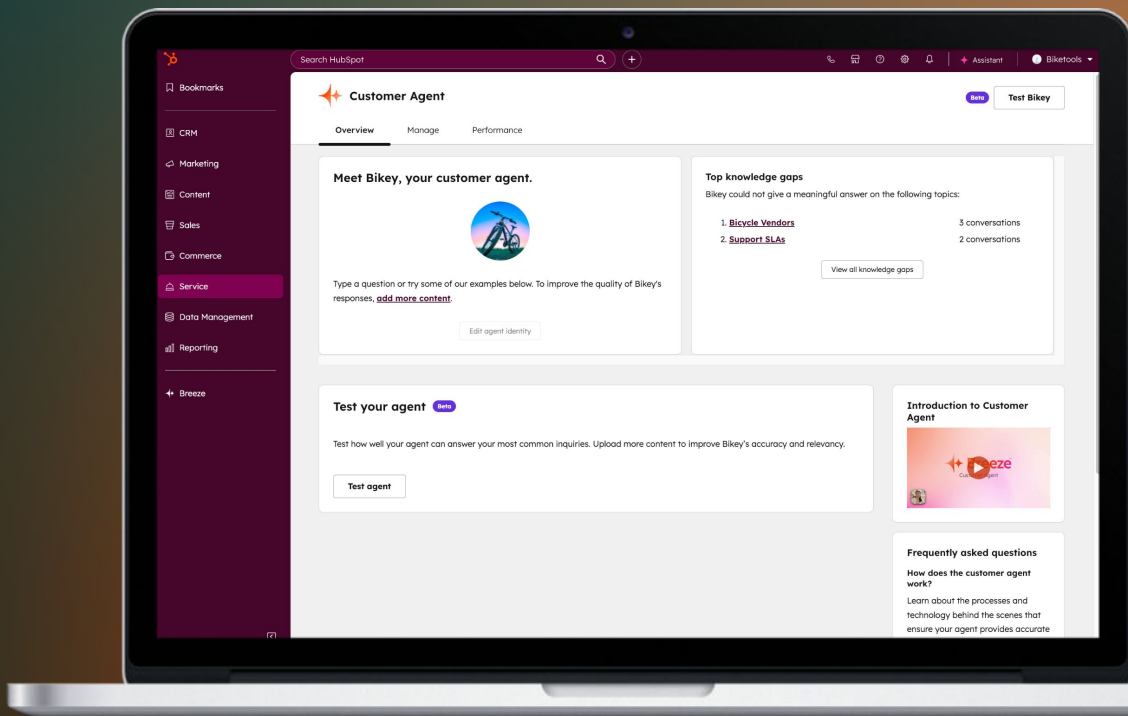


Amber
Bachlani

Product Manager,
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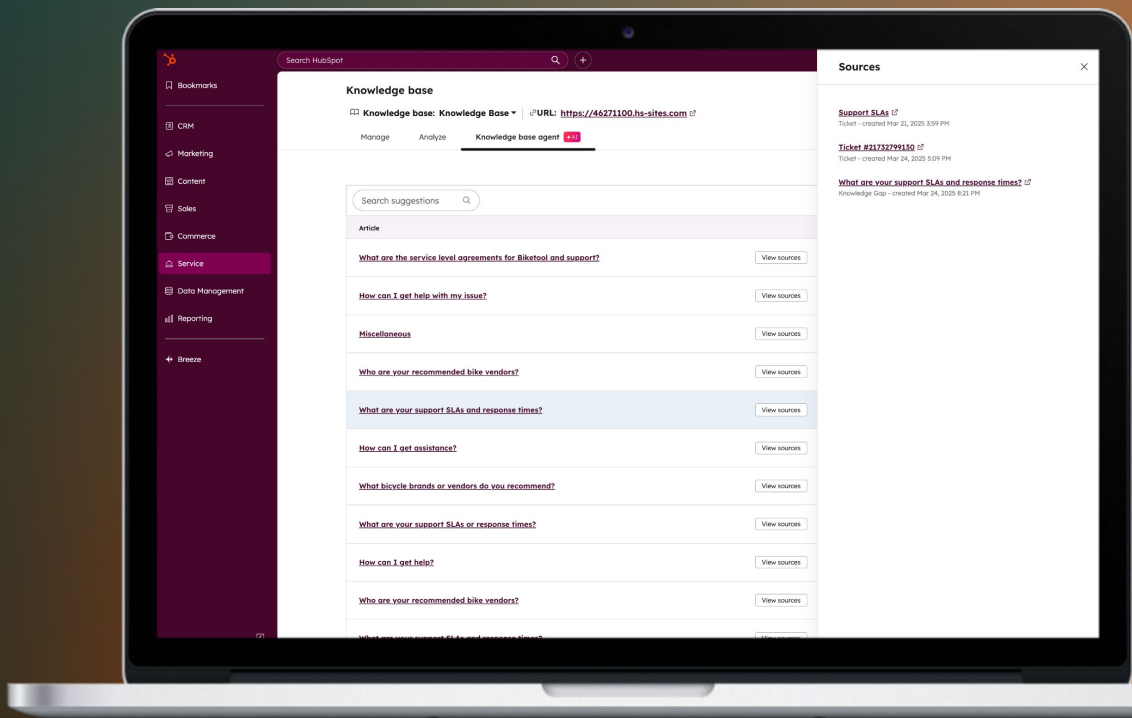
What's New

- Customer Agent
- Knowledge Base Agent



What's New

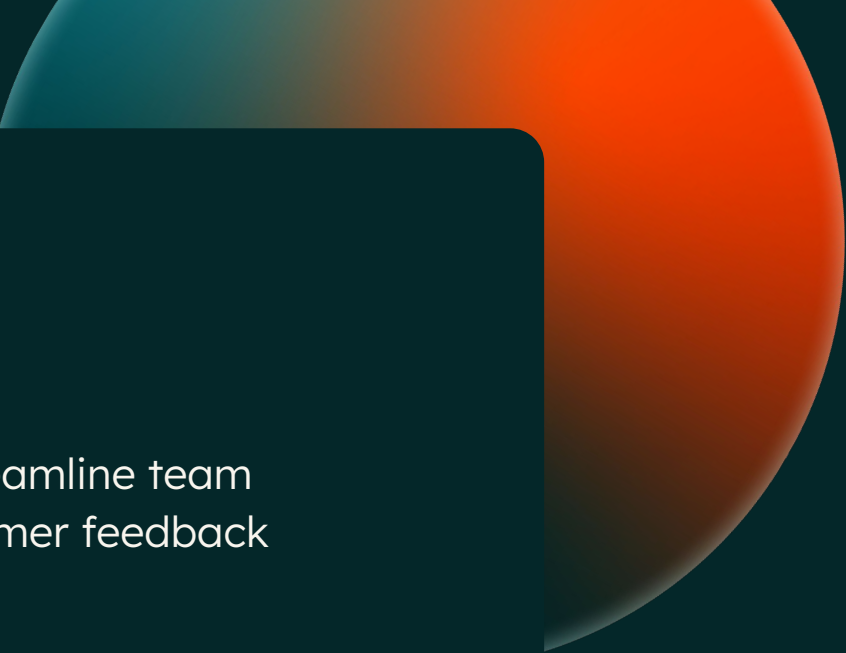
- Customer Agent
- Knowledge Base Agent



Driving Better Retention with AI

Today's Reality

- Disjointed handoffs between sales and success teams
- Difficult to understand and pull insights from customer feedback



Solution: Leverage AI to streamline team handoffs and transform customer feedback into actionable insights

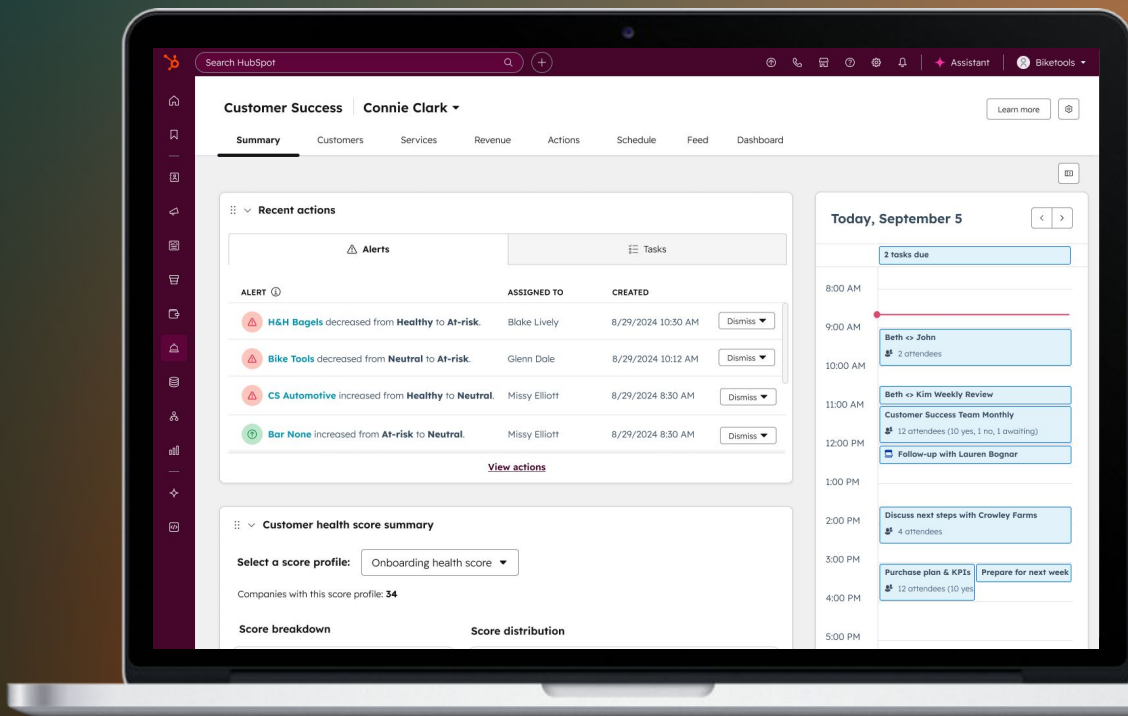
Bianca Recto

Product Design Lead,
HubSpot



What's New

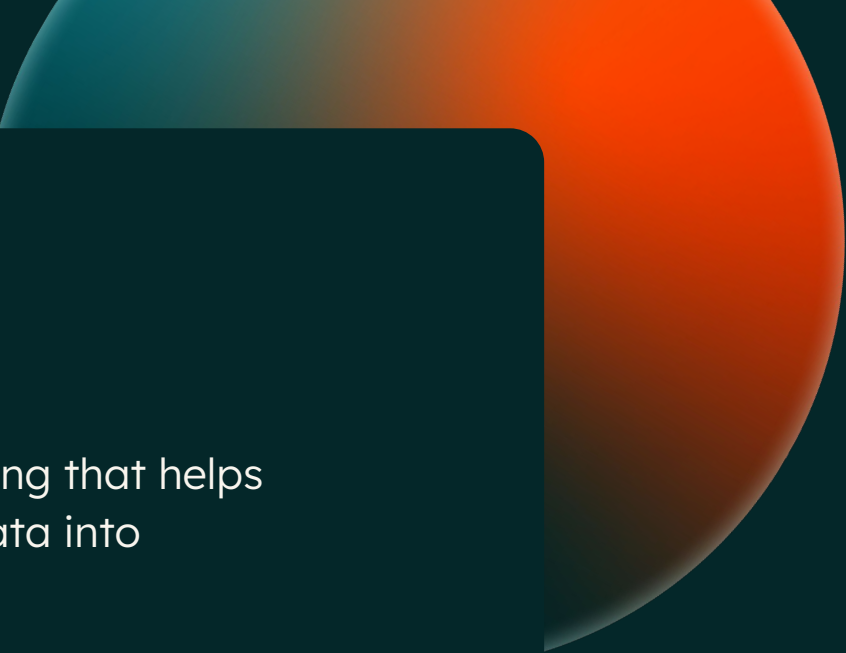
- Sales to Customer Success handoff
- AI feedback summaries



Deeper Insights & Reporting

Today's Reality

- Support leaders struggle with disconnected and limited insights
- Difficult to identify what truly requires attention and action
- Problems are often discovered after they've impacted customer satisfaction



Solution: AI-powered reporting that helps service teams turn complex data into actionable insights



Abiola
Owolewa

Senior Product
Manager, HubSpot

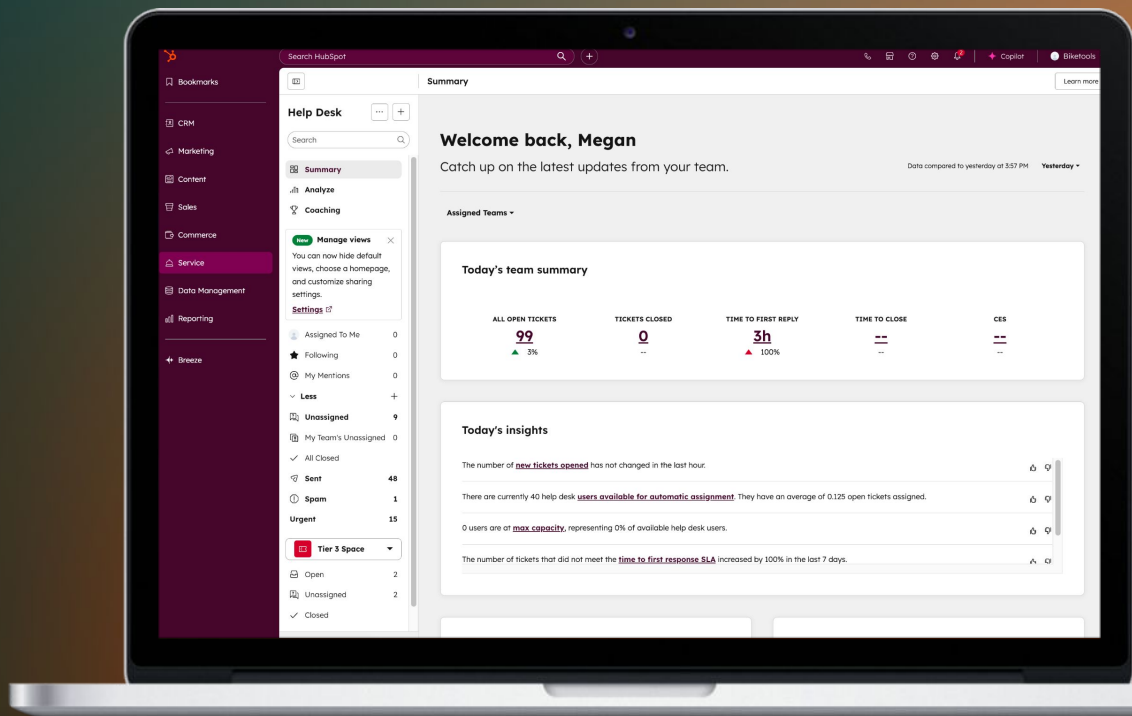


Daniel
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Director of Product,
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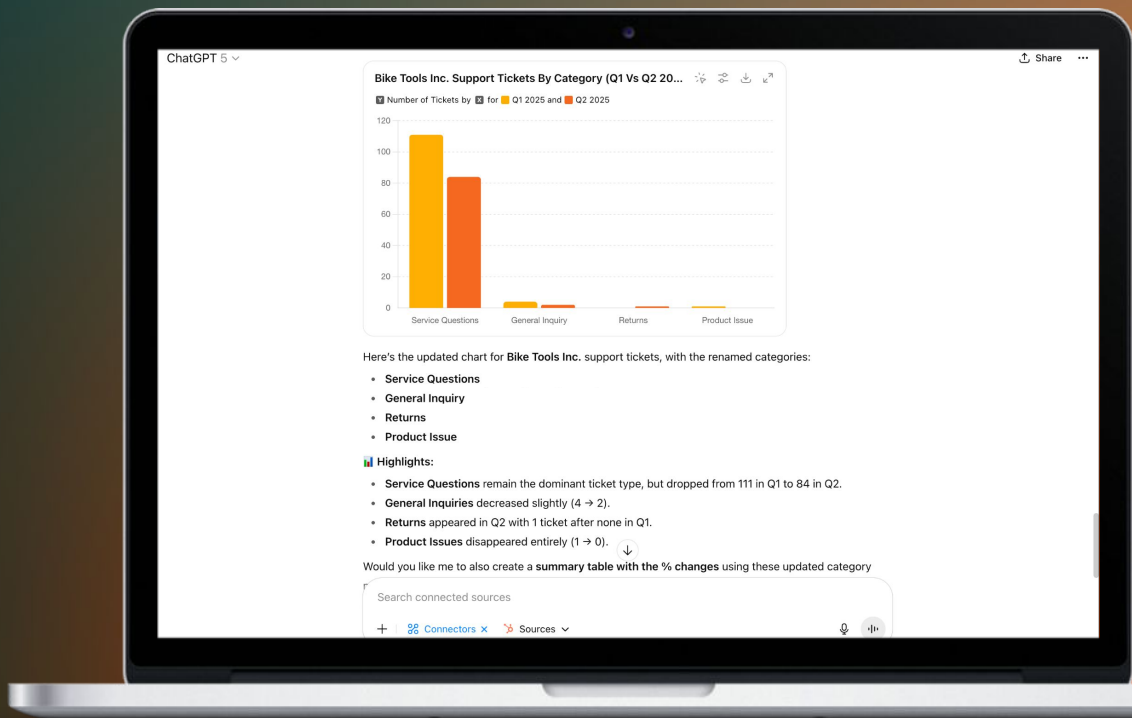
What's New

- SLA Pausing
- Enhanced Help Desk Reporting
- HubSpot GPT Connectors



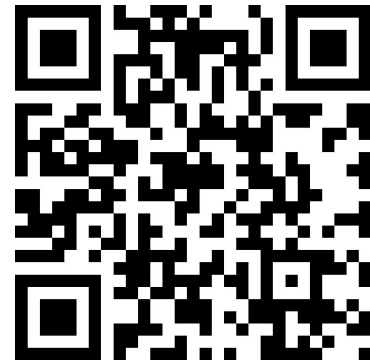
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Q&A

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Thank You!