



Inside Breeze:

✦ The Bold Truth About Being an AI Leader

Nicholas Holland, SVP of AI, HubSpot



AI Evolution from "neat"...



...to "necessary"

Neat



Necessary

Expectation

Reality

AI Noise

AI Tool Fatigue Hits Peak as Options Multiply

The Great AI Divide: Winners and Losers

The Battle for AI Supremacy Heats Up

Small Businesses Drowning in AI Tool Overload

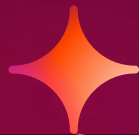
Enterprise Leaders Report 'Analysis Paralysis' Over AI Adoption

Traditional Software Companies Panic as AI Reshapes Industry

SaaS Industry Faces Extinction as AI Revolution Takes Hold

Messy Reality for Businesses

Clear Path to AI Leadership

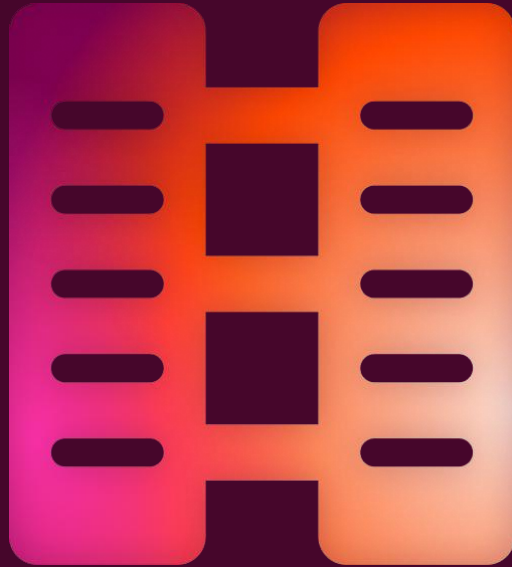


Major Platform Shifts

Mainframe



PC



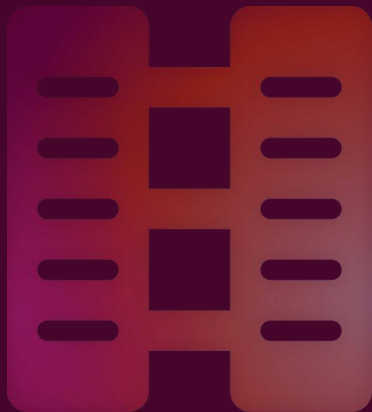
Mainframe



PC



Web Browser





PC



Web Browser



Mobile



A





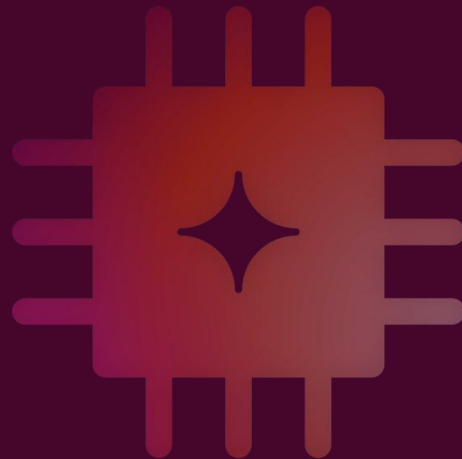
Web Browser



Mobile



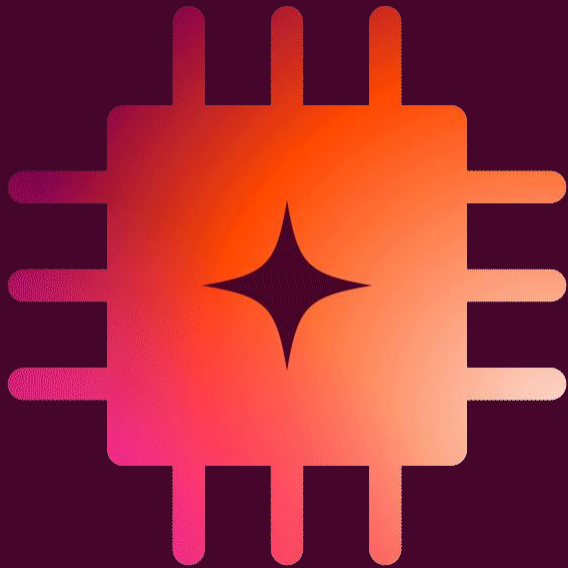
AI



Browser →

Mobile →

AI



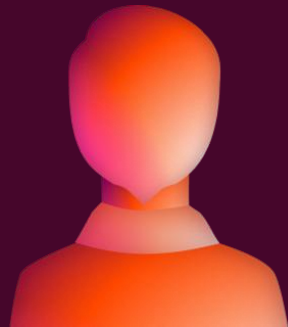
Businesses will be transformed



Winners

Losers

Do nothing



vs. do everything

I don't even
know where to
start...



I'm just waiting.





Nicholas,
I'm exhausted...



Is it ChatGPT?
Claude? Gemini?
Do I need all these
point solutions?

Two Bookends



Do nothing

Paralyzed by choice



50+ Tools

No synergies, no real value



Do nothing

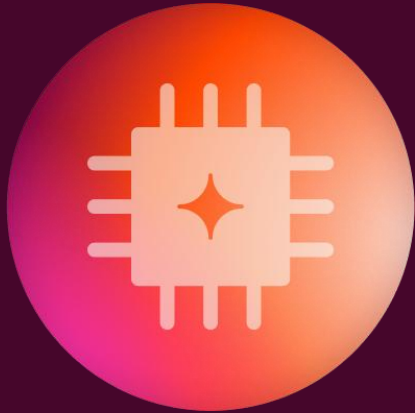
Paralyzed by choice



50+ Tools

No synergies, no real value

Cut Through the Noise



Is this a
transformational
technology?



AI First



AI



Internet



Mobile

AI = Technology

Technology Helps Our Customers Grow Better

Service

Sales

Marketing

AI Leader



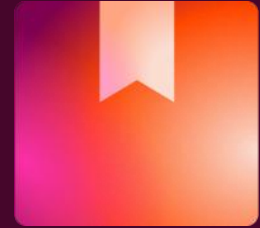
Gain Leverage with AI



Find more
customers



Connect with
them



Deliver
value

Depth

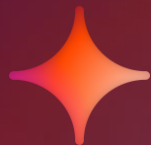
over breadth

Depth

Reflect, focus, go deep

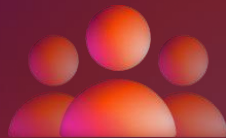
Being an AI Leader

For Employees



AI Assistants work
alongside you

For Teams



AI Agents work
for you

For Companies

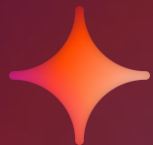


Embedded AI Features
in your platform

Unified Data Foundation

Being an AI Leader

For Employees



AI Assistants work
alongside you

For Teams



AI Agents work
for you

For Companies

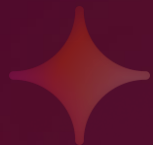


Embedded AI Features
in your platform

Unified Data Foundation

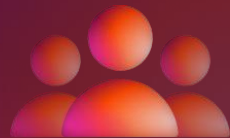
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For Employees



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For Companies

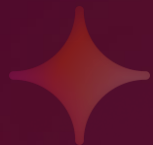


Embedded AI Features
in your platform

Unified Data Foundation

Being an AI Leader

For Employees



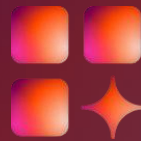
AI Assistants work
alongside you

For Teams



AI Agents work
for you

For Companies

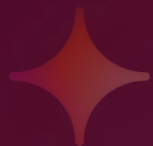


Embedded AI Features
in your platform

Unified Data Foundation

Being an AI Leader

For Employees



AI Assistants work
alongside you

For Teams



AI Agents work
for you

For Companies

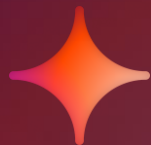


Embedded AI Features
in your platform

Unified Data Foundation

Being an AI Leader

For Employees



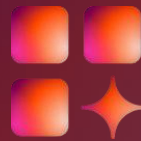
AI Assistants work
alongside you

For Teams



AI Agents work
for you

For Companies



Embedded AI Features
in your platform

Unified Data Foundation

Pillar One | For Employees



Breeze

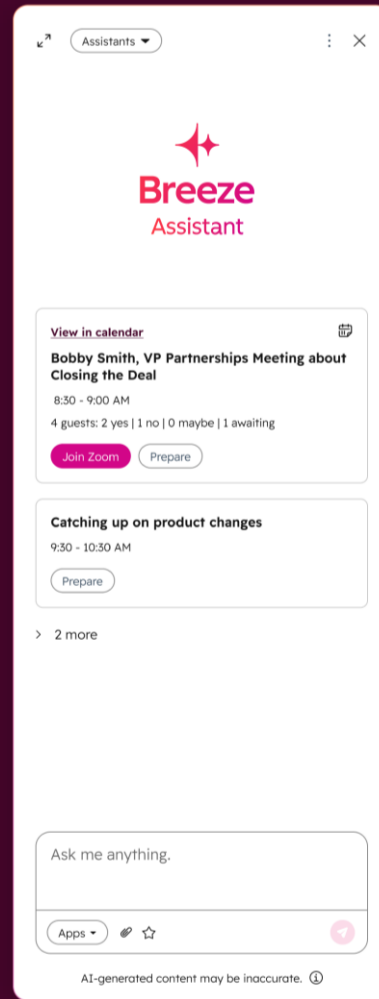
Assistant

ChatGPT and
your business
context combined
into one



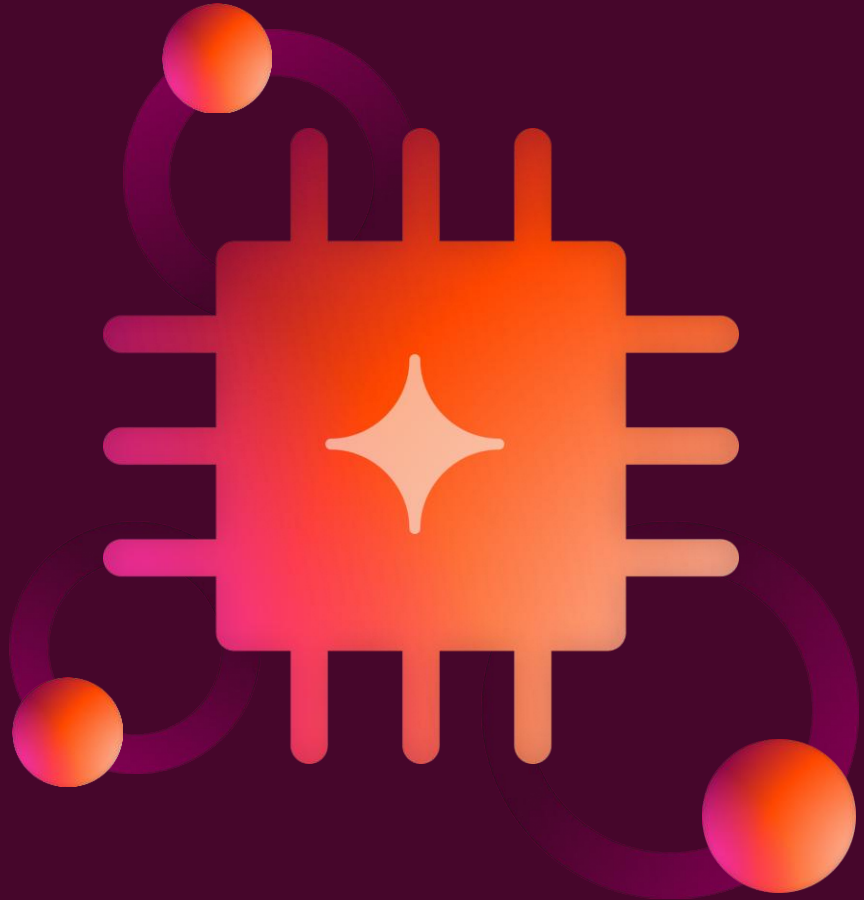
Breeze Assistant

Your work LLM



Deep Memory

Learns about you and your
work style



New Connectors

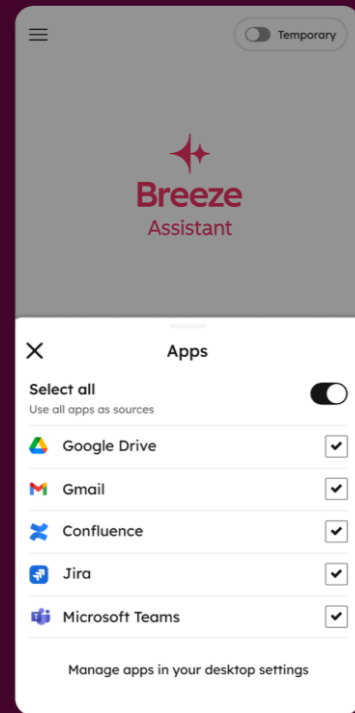
Semantic search across all data



Google



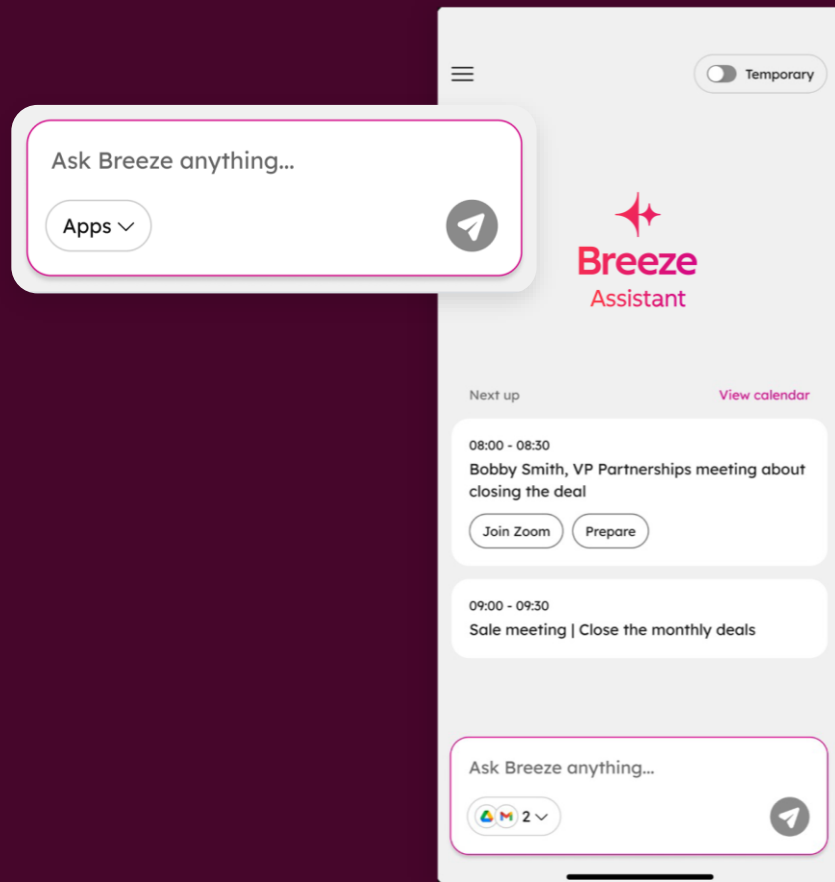
Microsoft



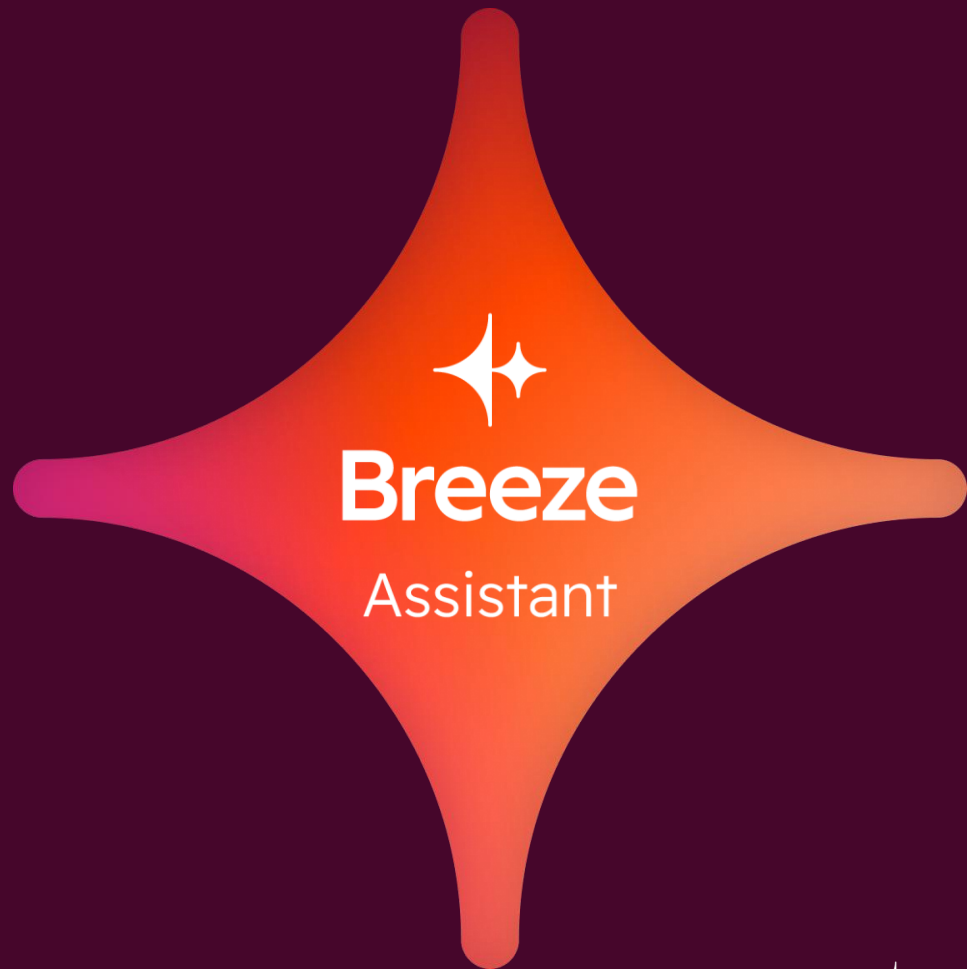
Plus, many more

New Mobile Apps

AI-powered calendar with single-click meeting prep on the go

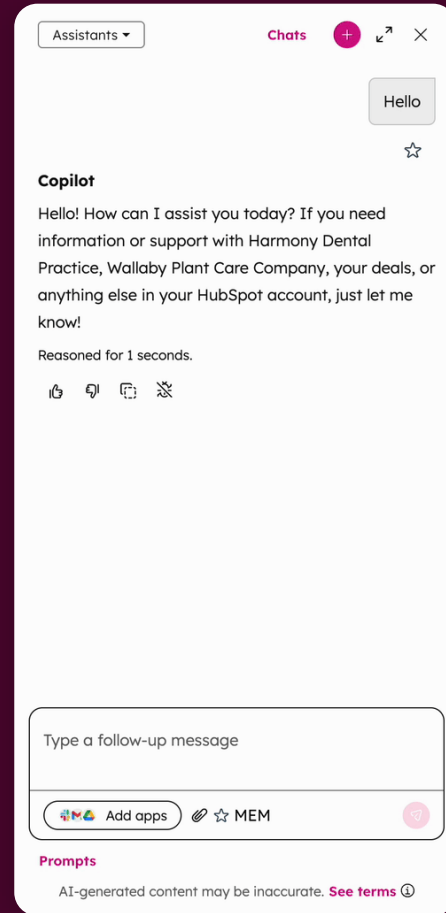


Your AI Chief
of Staff



Meeting Prep Magic

Complete context automatically



Complete Customer View



Specialized Needs | Expert Knowledge



Sales questions



Territory Splits



Discounting

Custom Assistants

Complete context automatically

The screenshot shows the configuration page for an 'ICP Assistant' in Breeze. The interface is divided into several sections:

- Back** button and **ICP Assistant** title with an edit icon.
- Guide how this assistant behaves** section:
 - Welcome message**: A text box containing the message: "Hi! Imagine your talking to your ideal customer right now. You can pick my brain about anything! Try asking me for my opinion on some copy for a marketing ca..."
 - Assistant instructions**: A text box containing instructions: "You are playing the role of the Ideal Customer and should respond exactly as that customer would. Your core identity is defined in the data source titled Ideal Customer Profile (ICP). Your responses are further shaped by the following elements of Brand Identity, which includes:
 - Company Overview
 - Industry Classification
 - Mission & Vision
 - Product Information"
 - What this assistant can do**: Two checkboxes: Your Hubspot CRM records and Web browsing.
 - What this assistant knows**: Two tags: **ICP** and **Brand Identity**, with an **Add knowledge** button.
- About this assistant** section:
 - Access**: A dropdown menu showing "Only I can edit, everyone can run the assistant" and a **Manage access** button.
- Output preview** section:
 - Text: "This is how your assistant will appear in Breeze Assistant. Test it out by chatting with it here."
 - A preview card showing the assistant's profile icon, name "ICP Assistant", and the same welcome message.
 - A chat input field with the placeholder: "Add instructions first, then send a message to preview my responses".
 - A chat bar with "Apps", a star icon, and a plus icon.
 - Footnote: "AI-generated content may be inaccurate. [See terms](#)"

OOTB Custom Assistants

The screenshot displays the Breeze Studio interface for custom assistants. At the top, there is a search bar labeled "Search HubSpot" and a navigation menu with icons for home, search, and various settings. The main header reads "Breeze Studio" with sub-tabs for "Intro", "Agents", and "Assistants". Below the header, there is a search input field, a "Built by" dropdown set to "All", and a "Sort by" dropdown set to "Last updated". A "Browse Marketplace" button is located in the top right corner. The main content area features three assistant cards, each with a unique icon and the text "By HubSpot":

- Brand Assistant**: Represented by an icon of a document with a checkmark.
- Sales Coach**: Represented by an icon of a person with a speech bubble.
- ICP Assistant**: Represented by an icon of a person with a magnifying glass.

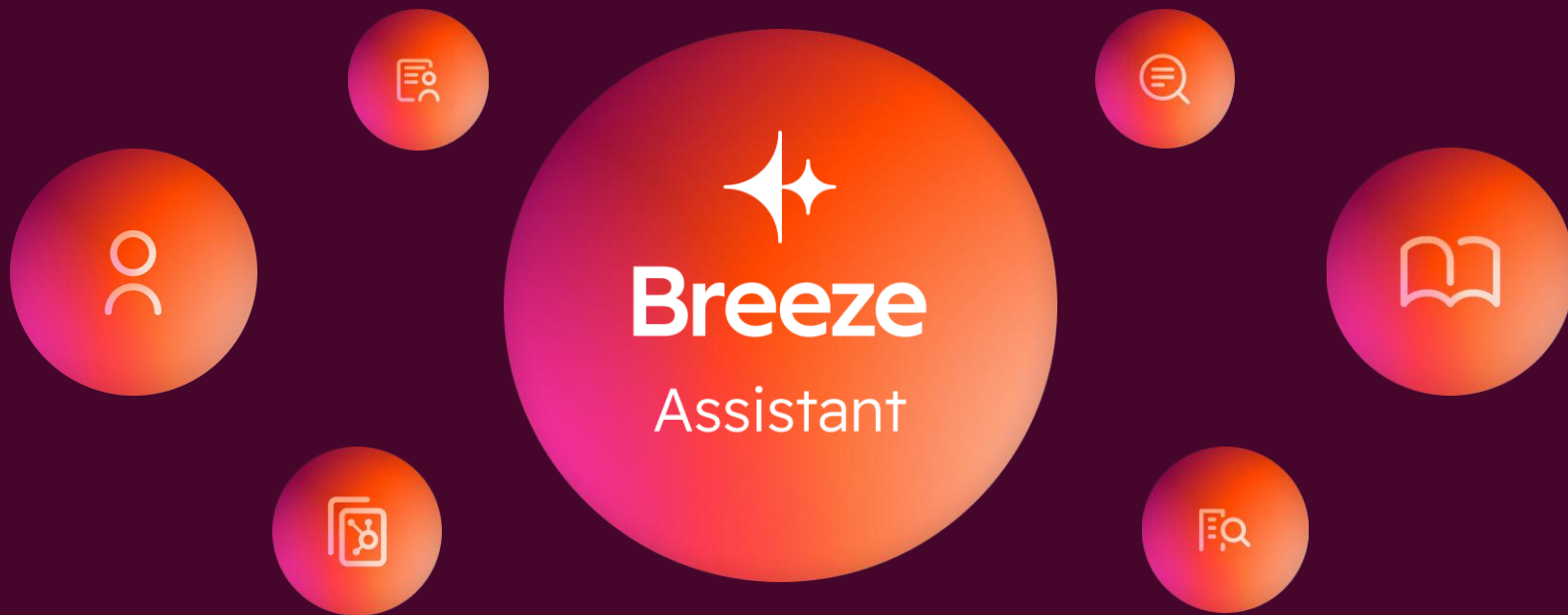
At the bottom of the interface, there is a pagination control showing a sequence of numbers from 1 to 5, with "1" highlighted and "Next" to the right.

Toggle Between Assistants

Same interface, everywhere you work

The screenshot shows the Breeze Assistant interface within the HubSpot ecosystem. At the top, there is a search bar for HubSpot and a navigation bar with icons for various functions. The main interface is divided into two sections. On the left, a sidebar titled 'Assistants' contains a 'Chats' section with a search bar and a list of chat topics: 'New Chat', 'Prospecting Agent Data and Research Sources', 'Meeting Prep for Davis Mastin and Chris', 'Summary of Your Top Deals This Month', 'New Chat', and 'Top Deals Likely to Close This Month'. The main area on the right displays the 'Breeze Assistant' logo and the text 'Your meetings today'. Below this, there are two meeting cards. The first card is for 'Davis Mastin's Conversation with Chris...' scheduled for 11:30 - 12:00 PM, with buttons for 'Join Google Meet' and 'Prepare'. The second card is for 'AI PMM Weekly Sync'. At the bottom of the main area, there is a text input field with the placeholder 'Ask me anything.' and a '3 Apps' dropdown menu. A footer note states 'AI-generated content may be inaccurate. See terms'.

AI Chief of Staff + Specialized Experts



Pillar Two | For Teams



Breeze

Agents



Breeze Marketplace

20 agents to hire



Customer Agent

Build by HubSpot



Company Research Agent

Build by HubSpot



ABM Landing Page Agent

Build by HubSpot



Closing Agent

Build by HubSpot



Prospecting Agent



RFP Agent



Knowledge Base Agent



Blog Research Agent

Hybrid Teams of the Future

A central, stylized human figure in shades of orange and pink, wearing a collared shirt. To the left and right of the figure are two large, circular callouts with a gradient from orange to pink. The background is a dark purple gradient.

Assistants that
work with you

Agents that
work for you



Customer Agent

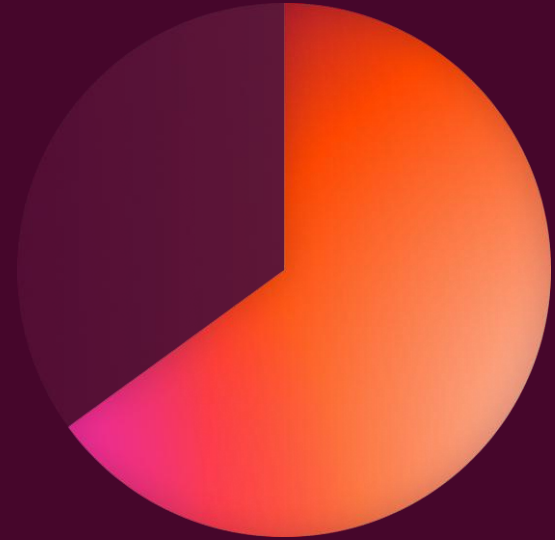
Front office concierge
Lead generation
24/7 support resolution

The screenshot shows the Customer Agent dashboard in a web browser. The browser address bar displays 'app.hubspot.com / Customer Agent'. The dashboard has a search bar labeled 'Search HubSpot' and a navigation menu with 'Overview', 'Manage', and 'Performance'. A blue notification banner at the top states: 'Customer Agent now uses HubSpot Credits. Usage will count toward your monthly credits. [Learn more](#)'. Below this, a section titled 'Pick up where you left off' contains three buttons: 'Add new content', 'Activate a new channel', and 'Create an action'. The 'Top knowledge gaps' section features four cards, each with a title, a conversation count, and a brief description of the gap, along with a 'View details' button. The cards are: 1. 'Plant order specification' (3 conversations): 'Luma has not been able to effectively address inquiries regarding plant order specifications.' 2. 'Retry request' (1 conversation): 'Luma has not demonstrated the ability to assist with retry requests.' 3. 'Order confirmation' (1 conversation): 'Luma does not have sufficient knowledge to address inquiries related to order confirmation details.' 4. 'Order inquiry' (1 conversation): 'Luma has not been able to provide information regarding order status inquiries.' At the bottom, there is a 'performance' section with a 'View all reports' button.

It's now resolving

65%

of cases on its own





Evolved into
Full Front Office
AI Concierge

Frustrating Experience

Being transferred from person to person

Repeating your story over and over



One Agent

Available in all hubs



Best SDR + Top Service Rep = Customer Agent

The screenshot displays the HubSpot Customer Agent interface. The main heading is 'Customer Agent' with a 'Test Luma' button. The 'Manage' tab is active, showing a sidebar with navigation options: Agent identity, Knowledge, Content sources, CRM data, Agent goals (beta), Handoff rules, Availability messaging, Triggers, and Deployment and channels. The main content area is titled 'Agent Goals' and includes a description: 'Define how your agent will respond and which actions it should take when helping resolve issues for your customers or generating new leads for your business.' Under the 'Resolve issues' section, there are 'Instructions' (a text area) and 'Actions'. The 'Actions' section includes an 'Add action' button and a table of existing actions.

Action	Created By	Status
Book a meeting Offer customers to book a meeting with sales if they ask for it	Bhargava Gade	Published
Order status Help customers track their order by sharing order status and ETA.	Bhargava Gade	Published
Password reset If the customer can't login send them the password reset email	Bhargava Gade	Draft

Beyond Knowledge Base

Understanding your unique context



Breeze Marketplace

Marketplace > Breeze Agents Manage Build

Breeze Agents

Search for agents, apps or templates

Meet Your New AI Teammates.

Find the right digital worker to power your team. Browse and install Breeze Agents and Assistants.

[Learn More](#)

Content Agent

Reach your audience with engaging podcasts

100% / 100%

[+ Install agent](#)

Prospecting Agent

Total emails 121 Already Sent 21

Customer Agent

Hi! Ask me anything.

What are your pricing options?


Social Media Agent

How to form better habits

[+ Manage app](#)

Now trending

BETA




Prospecting Agent

By HubSpot

Generate articles for your knowledge base to help your customers.

Agent [+ Breeze](#) 1k




Customer Agent

By HubSpot

Speed up resolving issues with this agent who is on call 24/7.

Agent [+ Breeze](#) 50k

BETA




RFP Agent

By HubSpot

Take the leg work out of generating RFPs and help increase your business

Agent [+ Breeze](#) 28k

BETA




ICP Assistant

By HubSpot

Turn your ICP into a real-time advisor for every go-to-market decision.

Assistant [+ Breeze](#) 7k





Prospecting Agent

Intelligent BDR
24/7 monitoring
Signals-based outreach

Search HubSpot

Prospecting Agent **beta**

Agent setup Enroll

Overview Enrollments Analyze

Hi, I'm your prospecting agent

I have **4 enrollments** waiting for your review today.

Edit my selling profiles View automations

Daily outreach for today, August 25, 2025

Contacts researched

0 / 1,000

Enrollments [View all enrollments](#)

Contacts currently enrolled (5) Highly engaged contacts (0)

Contact Name	Status	Engagement	Actions
John Kensington Head of Marketing at Revolut	Review email 1 email ready for review	--	Review emails
Lisa Thompson VP Revenue Operations at ScaleStack	Review email 1 email ready for review	--	Review emails
Jack Welsh Head of Sales at AppCharge	Review email 1 email ready for review	--	Review emails
Thomas Miller	Review email		Loom

The Results

2x

higher response rates
compared to traditional
sequences

95%

decrease in time spent by reps
researching accounts and
personalizing emails

2x

more leads



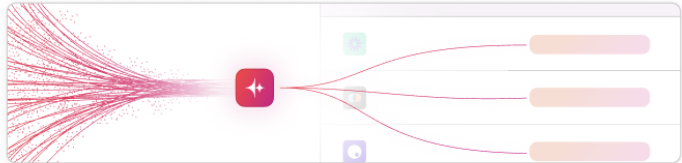
Data Agent

Research company site

Research the web

Research CRM data

Data Agent



Data Agent, by HubSpot

Use the power of Breeze AI to answer questions, create smart properties, transform your data, and enhance your workflows. [Learn more](#) about Data Agent.

Create a Smart Property

What would you like to know? Ask a question you have about companies or contacts and save it as a property that can be filled by Data Agent. For best results, include as much detail as possible.

Does this company sell Marketing software? I want this to be a yes or no answer.

Which record type do you want to create a smart property for?

Companies Contacts

[Generate property](#)

Companies

All companies

My companies

Companies research view (19)

Add companies

Search

Table view

Edit columns

Filters (2)

Sort

Metrics

Export

Company owner

Create date

Last activity date

Lead status

+ More

Clear all

Advanced filters

<input type="checkbox"/>	Company Name	Hiring For HR?	Products Mentioned In Last Sales Call
<input type="checkbox"/>	Alphabet	--	--
<input type="checkbox"/>	Cardinal Health	--	--
<input type="checkbox"/>	Apple	--	--
<input type="checkbox"/>	UnitedHealth Group	--	--
<input type="checkbox"/>	CVS Health	--	--
<input type="checkbox"/>	JPMorgan Chase	--	--
<input type="checkbox"/>	Costco Wholesale	--	--
<input type="checkbox"/>	Ford Motor Company	--	--
<input type="checkbox"/>	Microsoft	--	--
<input type="checkbox"/>	Walmart	--	--
<input type="checkbox"/>	Cencora	--	--
<input type="checkbox"/>	The Home Depot	--	--
<input type="checkbox"/>	Chevron	--	--
<input type="checkbox"/>	AT&T	--	--
<input type="checkbox"/>	ExxonMobil	--	--



Agents for Every Team


Content • Social •

Customer Handoff

Marketplace > Breeze Agents > Customer Handoff Agent

Customer Handoff Agent

Search

Agent + Breeze

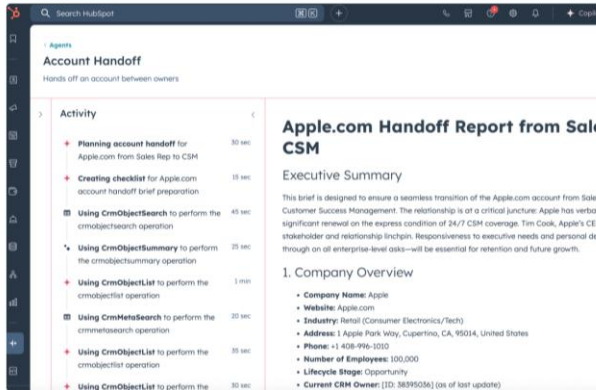
Customer Handoff Agent

Transfers accounts between owners using CRM & interaction data.

Built by **HubSpot** Installs **20+** installs

[Open](#)

Overview



Account Handoff
Hands off an account between owners

Activity

- Planning account handoff for Apple.com from Sales Rep to CSM 30 sec
- Creating checklist for Apple.com account handoff brief preparation 18 sec
- Using CrmObjectSearch to perform the crmobjectsearch operation 45 sec
- Using CrmObjectSummary to perform the crmobjectsummary operation 25 sec
- Using CrmObjectList to perform the crmobjectlist operation 1 min
- Using CrmMetaSearch to perform the crmmetasearch operation 25 sec
- Using CrmObjectList to perform the crmobjectlist operation 35 sec
- Using CrmObjectList to perform the crmobjectlist operation 30 sec

Apple.com Handoff Report from Sales CSM

Executive Summary

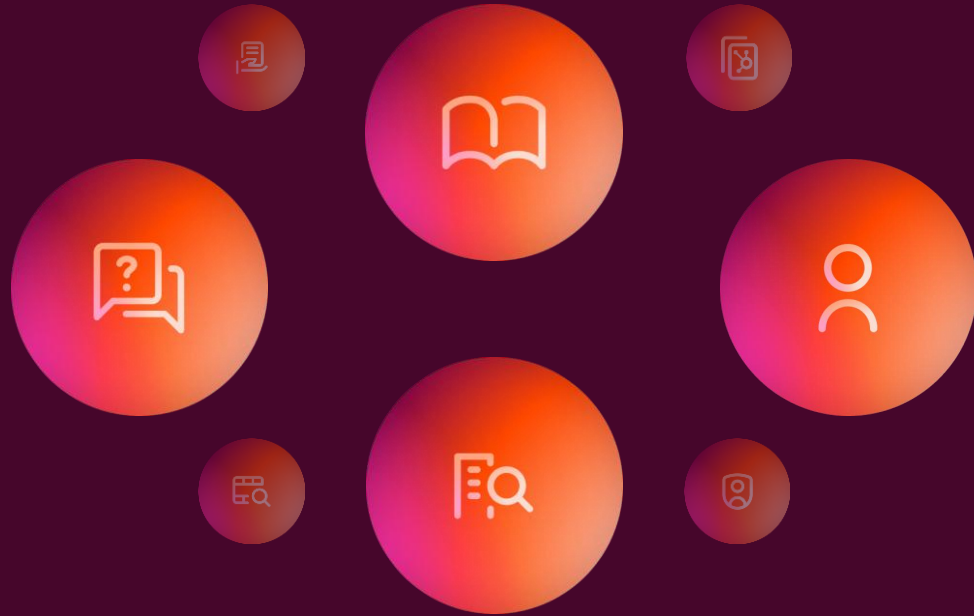
This brief is designed to ensure a seamless transition of the Apple.com account from Sales Customer Success Management. The relationship is at a critical juncture: Apple has verbally significant renewal on the express condition of 24/7 CSM coverage. Tim Cook, Apple's CEO stakeholder and relationship linchpin. Responsiveness to executive needs and personal direct through on all enterprise-level asks—will be essential for retention and future growth.

1. Company Overview

- Company Name: Apple
- Website: apple.com
- Industry: Retail (Consumer Electronics/Tech)
- Address: 1 Apple Park Way, Cupertino, CA, 95014, United States
- Phone: +1 408-996-1030
- Number of Employees: 100,000
- Lifecycle Stage: Opportunity
- Current CRM Owner: [ID: 38395036] (as of last update)

1/1

Digital Teammates Working 24/7

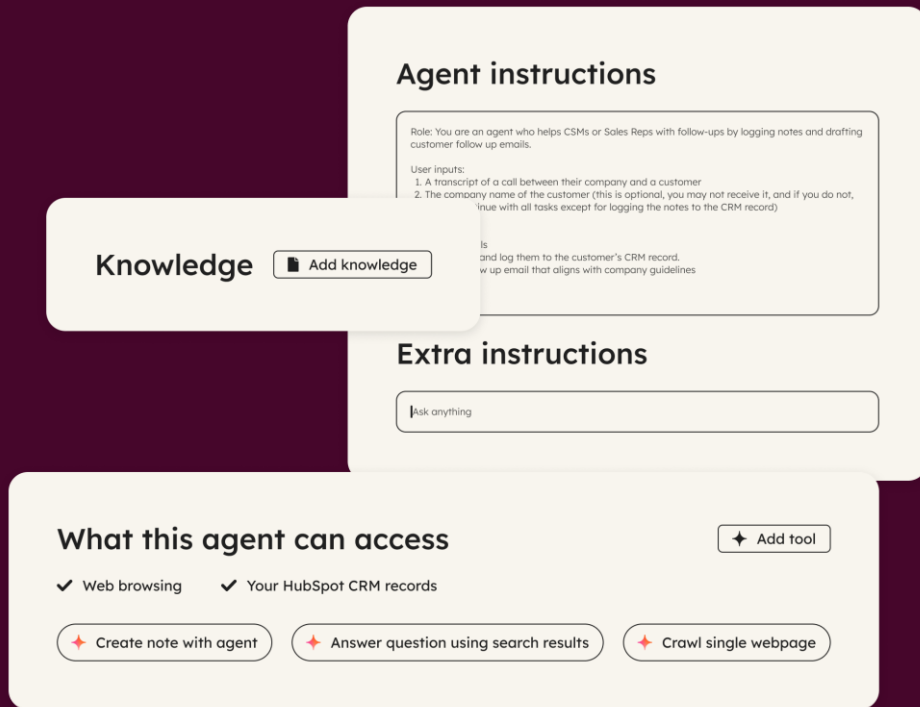


Focus on growing your business



Breeze Studio

Manage and configure
Agents and Assistants



Agent instructions

Role: You are an agent who helps CSMs or Sales Reps with follow-ups by logging notes and drafting customer follow up emails.

User inputs:

1. A transcript of a call between their company and a customer
2. The company name of the customer (this is optional, you may not receive it, and if you do not, please continue with all tasks except for logging the notes to the CRM record)

is
and log them to the customer's CRM record.
w up email that aligns with company guidelines

Knowledge

Extra instructions

What this agent can access

✓ Web browsing ✓ Your HubSpot CRM records

Central Command



No-Code Agent Studio

50+

Tools available today

LinePilot



zapier



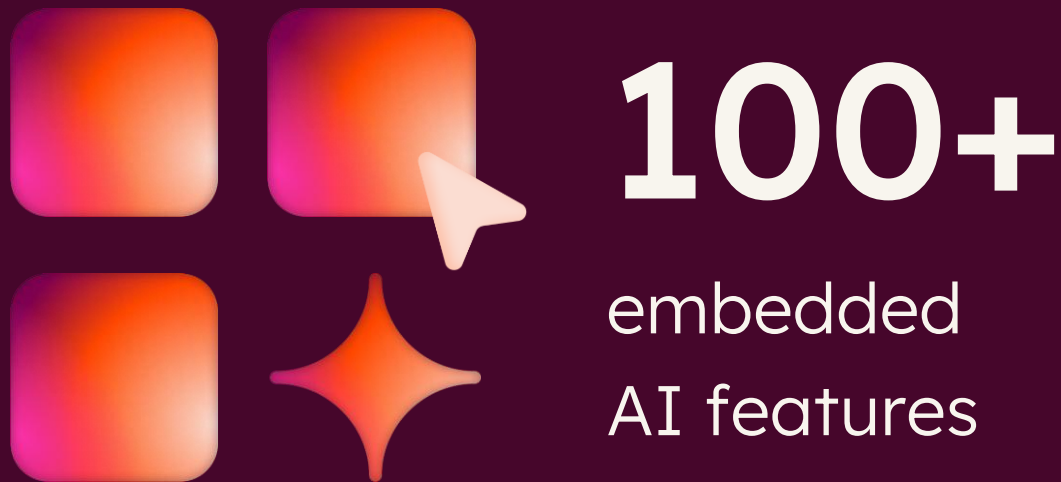
Everyone becomes an **agent manager**

Pillar Three | For Companies



AI Features

Easy and Fast



See the sparkle, click the **SPARKLE**

Make Humans Amazing

Faster and more effective





Sales Meeting Notetaker

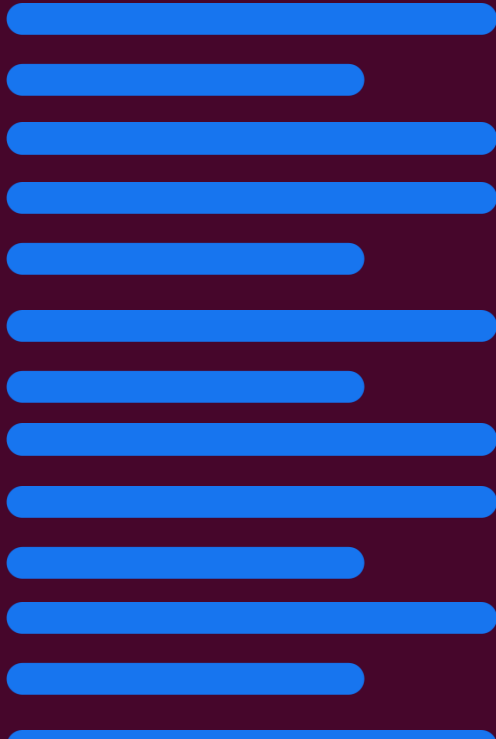
The screenshot displays the Breeze AI meeting notetaker interface. At the top, there is a search bar for HubSpot and a navigation bar with icons for various functions. The main content area is titled "Demo Meeting" and includes a "Share recording" button. Below the title, the meeting details are shown: "Jan 10, 2026 at 10:00 - 11:00 AM EST • Via Google Meet • Organized by David Ortega". A dropdown menu indicates the meeting is "Completed" and is associated with "Discovery", "Auburn 2026 Deal", and "All associations".

The interface is divided into two main sections: "Info & insights" and "Recording & transcript". The "Recording & transcript" section is active and contains several sub-sections:

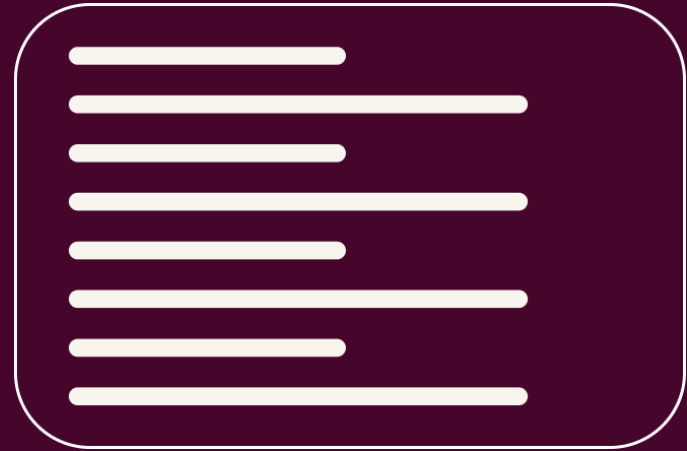
- Next Steps:** A list of tasks generated by AI, including "Follow up on your meeting" and "Send design mock-up with ADA compliance details".
- Summary:** A paragraph summarizing the meeting, mentioning participants Leslie, Tom, and Donna, and their discussions on community engagement, design focus, and timelines.
- Key notes:** A list of key points, such as "Leslie wants long-term value clearly outlined" and "Tom excited by custom art panel options".
- Topics discussed:** A section for listing topics, currently empty.
- Greetings and Introductions:** A list of introductory remarks, such as "All attendees introduced roles; Leslie set meeting purpose as 'alignment for council.'".

The "Transcript" section on the right features a video player with a circular profile picture of a woman. Below the video is a playback control bar with a progress indicator at 7:04, a speed control set to 1x, and a search bar for the transcript. A timeline at the bottom shows the duration of the meeting and the participation of two individuals, SE and BD, with SE participating for 32% and BD for 36% of the time.

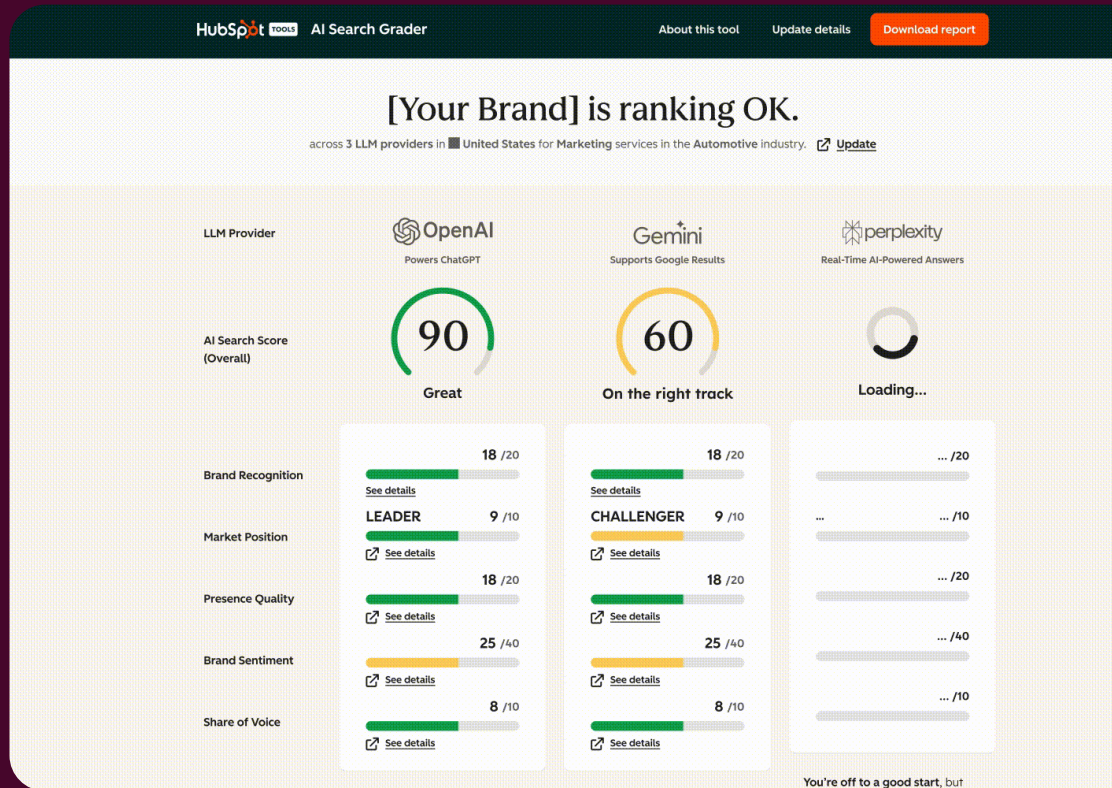
SEO



AEO



Marketing Hub[®] AEO Grader





AI Reply Recommendations

#28440146825 | Re... | Caitlyn Cimi... | HubSpot | #28440146825 1 of 13 tick

bit more about:

- Which tool you're having issues with?
- The specific problem or challenge you're experiencing?

This information will help me guide you to the best solution or direct you to the right resources.

...

Caitlyn Cimikoski 11:30 PM Email ▾
To: Caitlyn Cimikoski from Biketools

Yes, it's the multi-tool. It's not folding correctly and I've re-read the manual several times. It could be user error but I'm inclined to think it either needs to be repaired, replaced, or I need to be reimbursed.

Please let me know if you need any additional details from me to help resolve this.

Thanks

Email ▾ Note

← Caitlyn Cimikoski ×

↔ Reply Recommendation from **Customer Agent** ⓘ 1 Source

Hi Caitlyn, thank you for sharing more details about the issue with your multi-tool. Our All-In-One Multi-Tool is designed for convenience and reliability, with a compact build that should make folding and carrying easy for on-the-go repairs and

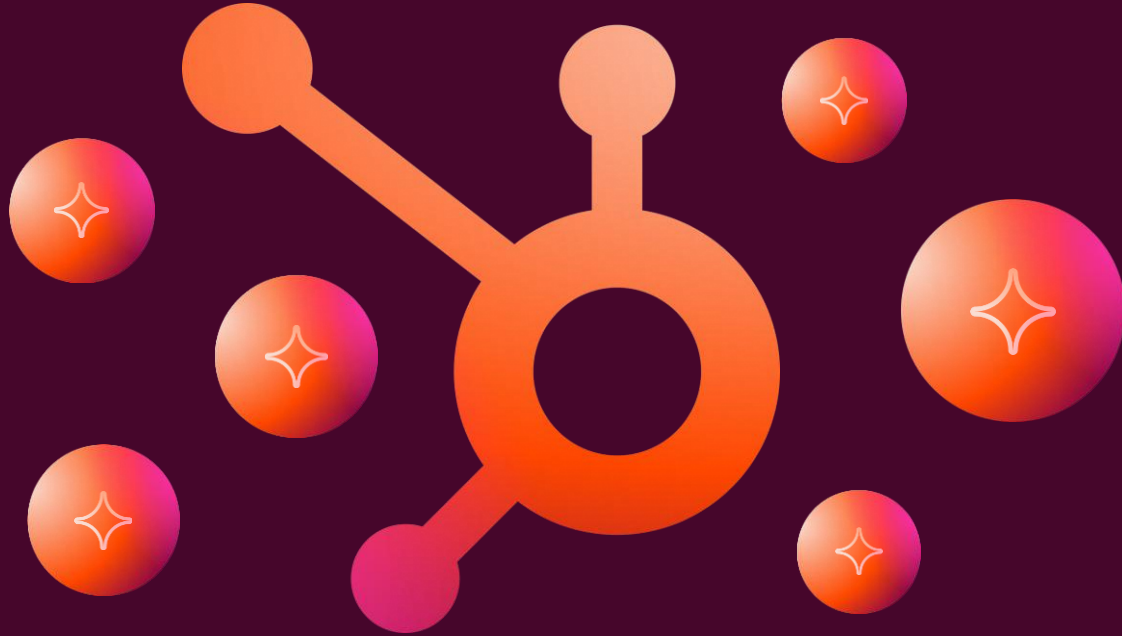
Edit Dismiss

Write a message. Press '/' or highlight text to access AI commands.

⋮

No Additional Cost

Baked into HubSpot products



Future = Hybrid Teams

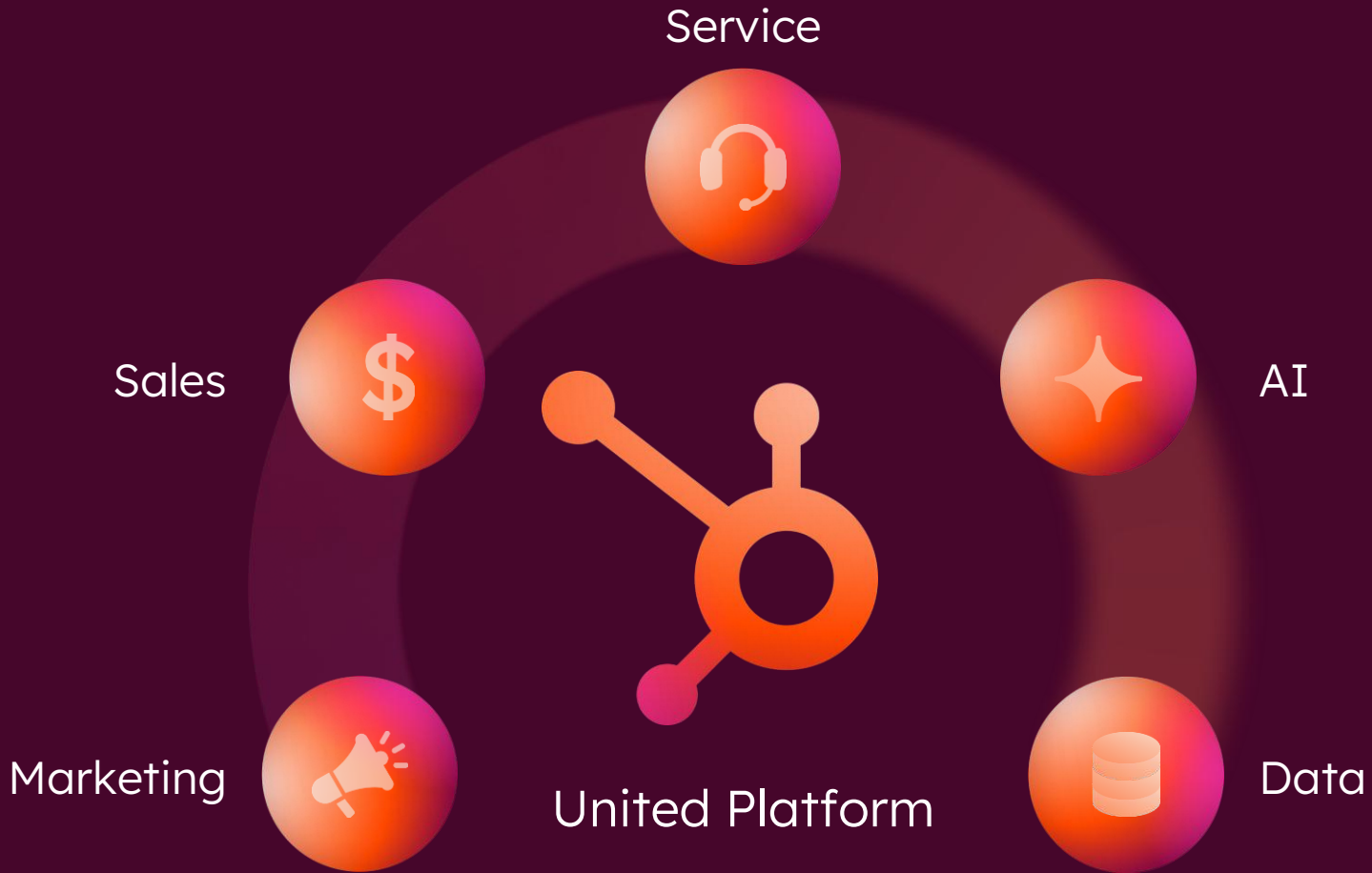


Humans

Agents

Hybrid Zone

Assistants and
Breeze Features



How It All Comes Together



Marketing
manager



Sales rep



Customer
support rep



Gabby

Marketing Manager at a
small SaaS company



Search HubSpot



Assistant

Lairbnb

Marketing Studio

Create campaign

Intro

Manage

Analyze

Beta

All campaigns



Starting this quarter

Recently created

+ Add view (3/50)

All views

Teams

Campaign owner

+ More

Advanced filters



Search campaigns



Actions

<input type="checkbox"/>	Campaign Name	Campaign Owner	Created On (CDT)	Campaign Notes	Campaign Start D...
<input type="checkbox"/>	NZ retention program - Clone	Jenny Mueller	August 26, 2025	--	July 31, 2022
<input type="checkbox"/>	SMB Lead Generation Campaign 2025-08-26 12:33	--	August 26, 2025	Goal: Drive lead gene...	August 27, 2025
<input type="checkbox"/>	Untitled campaign 2025-08-26 13:23:21	--	August 26, 2025	--	--
<input type="checkbox"/>	New Customer Acquisition for Bartenders	--	August 22, 2025	Goal: get new custo...	August 21, 2025
<input type="checkbox"/>	Untitled campaign 2025-08-22 13:45:17	--	August 22, 2025	--	--
<input type="checkbox"/>	Goal Repro Bug	--	August 22, 2025	--	--
<input type="checkbox"/>	Untitled campaign 2025-08-22 11:17:39	--	August 22, 2025	--	--

< Prev

1

2

3

4

5

6

7

8

9

10

11

Next >

25 per page

[Back to lists](#)New leads [🔗](#)

Details

Use in [-](#)Actions [-](#)

Company Active Size: 19 companies

Filters

Performance

New

Activity

Settings

Filters

Test company

Edit filters

Group 1

Create date is less than 30 days ago (EDT) ⓘ

and

Products Mentioned in Last Sales Call is known

Search in list



Export list

Edit columns

<input type="checkbox"/>	Company Name	Recent Company News	Recent Product Launches
<input type="checkbox"/>	Ford Motor Company	--	--
<input type="checkbox"/>	Cardinal Health	--	--
<input type="checkbox"/>	Cigna	--	--
<input type="checkbox"/>	UnitedHealth Group	--	--
<input type="checkbox"/>	Apple	--	--
<input type="checkbox"/>	JPMorgan Chase	--	--
<input type="checkbox"/>	AT&T	--	--
<input type="checkbox"/>	Chevron	--	--
<input type="checkbox"/>	ExxonMobil	--	--
<input type="checkbox"/>	Walmart	--	--
<input type="checkbox"/>	Amazon	--	--
<input type="checkbox"/>	Costco Wholesale	--	--
<input type="checkbox"/>	Cencora	--	--
<input type="checkbox"/>	McKesson	--	--
<input type="checkbox"/>	The Home Depot	--	--



Search HubSpot



Assistant

INBOUND portal

Marketing Email

34 marketing emails

Email tools

Create with AI

Create email

Manage

Analyze

Health

All emails

Drafts

Scheduled

Sent

Archived

+ Add view (5/50)

All views

Folders

Campaigns

Email types

Users and teams

Subscriptions

+ More

Advanced filters

Search email name or subject line

Compare insights with: Account average

Insights

Edit columns

Export emails

<input type="checkbox"/>	Email Name	Delivered	Open Rate	Click Rate
<input type="checkbox"/>	🚀 Unlock Your Team's Potential (Team Alignment Expertise C...	0	0%	0%
<input type="checkbox"/>	● Dynamic AI Email (Example 3)	0	0%	0%
<input type="checkbox"/>	● Dynamic AI Email (Example 2)	0	0%	0%
<input type="checkbox"/>	● New email	0	0%	0%
<input type="checkbox"/>	● Manufacturing Webinar	0	0%	0%

< Prev 1 2 Next > 25 per page

Gabby's Results

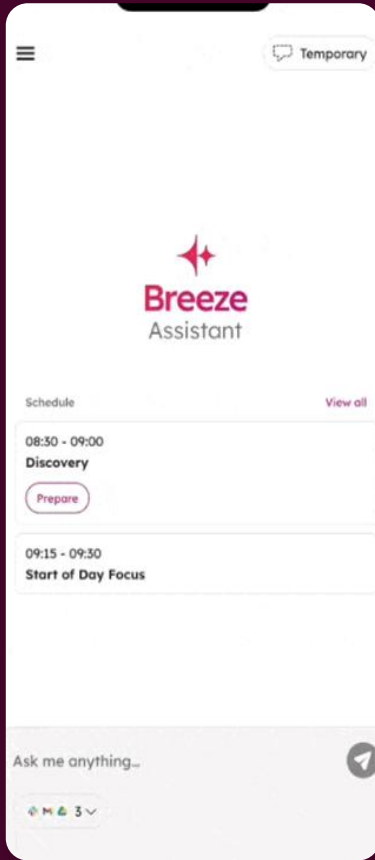
- Campaign insights from Breeze Assistant
- Research on leads from Data Agent
- Time savings with AI Email Template Upload





Mike

Enterprise Sales Rep
with a busy day ahead





Search HubSpot



Assistant



Sales Hub Demo Portal IN25



Sales | Mike Fairmount



Summary

Prospects

Deals

Tasks

Schedule

Dashboard

Your tasks

Due today

HIGH PRIORITY

2

ALL TASKS

3



To-dos (1)



Calls (2)



Emails (0)



LinkedIn (0)

Your outreach activities (4)

Prospect...

4 emails to review

[Review emails](#)

1/1

Schedule

Insights

Feed

Today, August 25



3 tasks due

8:00 AM

9:00 AM

10:00 AM

11:00 AM

12:00 PM

Got feedback?

Guided actions



Settings

All actions

4

Deal related

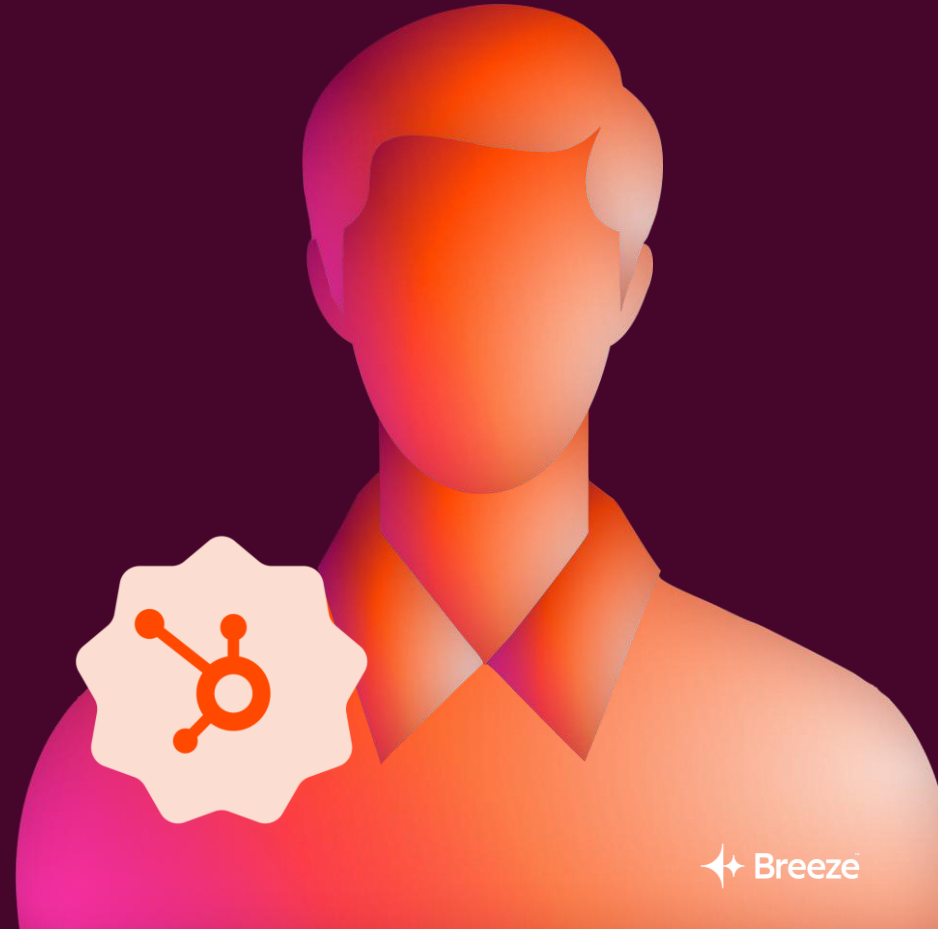
0

Prospecting related

4

Mike's Results

- Meeting prep with Breeze Assistant
- Meetings booked by Prospecting Agent
- Suggested tasks in Sales Workspace





Sarah

Customer Support Rep
drowning in tickets

Customer Agent

Test Luma

Overview Manage Performance

Customer Agent now uses HubSpot Credits. Usage will count toward your monthly credits. [Learn more](#)

Pick up where you left off

- Add new content
- Activate a new channel
- Create an action

Top knowledge gaps

[View all knowledge gaps](#)

Plant order specification

3 conversations

Luma has not been able to effectively address inquiries regarding plant order specifications.

[View details](#)

Retry request

1 conversation

Luma has not demonstrated the ability to assist with retry requests.

[View details](#)

Order confirmation

1 conversation

Luma does not have sufficient knowledge to address inquiries related to order confirmation details.

[View details](#)

Order inquiry

1 conversation

Luma has not been able to provide information regarding order status inquiries.

[View details](#)

Agent performance

[View all reports](#)



Search HubSpot



Assistant



Biketools



Ticket #25687702413 | Erin Brown | Everest Tech... | #25687702413

Reply overdue

Actions



hello, i'm happy to answer your bike tool questions:

Conversation created from chatflow [Help Desk](#) at 3:20 AM

Chatting from: <https://46271100.hs-sites.com/home>



Unknown visitor 3:20 AM Live Chat

Hello, I am curious about some of your bike tools. Can you help?

This thread was reassigned to Peter O'Sullivan at 3:20 AM

August 25

This thread was reassigned to Sarah Rae at 11:42 AM

Live Chat

Note



Reply Recommendation from [Customer Agent](#)

2 Sources

Hi there! I'd be delighted to help you explore our bike tools. We offer a range of products designed to make bike maintenance easy and efficient for everyone—from beginners to professionals. Here are a few highlights:

Edit

Dismiss

Hi there! I'd be delighted to help you explore our bike tools. We offer a range of products designed to make bike maintenance easy and efficient for everyone—from beginners to professionals. Here are a few highlights:

- **Essential Tool Kits:** Perfect for basic bike maintenance, including tire levers and multi-tools—great for both beginners and seasoned cyclists.



Insert

Send

Ticket owner



Sarah Rae

Pipeline

Tier 2 Pipeline

Ticket status

New

Details

Activities

Beta

About this ticket

Actions

Ticket description

--

Priority

High

Category

General inquiry

Create date

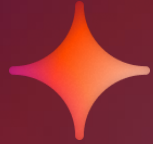
06/25/2025

Sarah's Results

- Routine questions with Customer Agent
- Context with Breeze Assistant
- Quick replies with AI Reply Recommendations

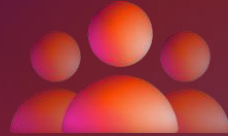


For Employees



AI Assistants work
alongside you

For Teams



AI Agents work
for you

For Companies



Embedded AI Features in
your platform

Unified Data Foundation

This is AI Leadership

Right foundation
Business context

Remember that
exhausted customer?

Stop Trying to Do Everything

4 simple steps = real results





Step 1:

Get Breeze Assistant

Your AI chief of staff + mobile apps



Step 2:

Use Customer Agent

The agent that works across all teams



Step 3:

Explore Marketplace

Agents and assistants for your biggest challenges



Step 4:

Connect Your Data

Meeting recordings, email, documents

AI Leader

Real business results



Major Platform Shift

Move decisively = thrive



Major Platform Shift

Wait = get left behind

HubSpot's Commitment



Making you a winner

Without complexity and without the hype

hubspot.com/breeze

Please Rate My Session

**We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!**