

Fall 2025

# Spotlight Roundup.

What's New in HubSpot **for Services**

September 30, 2025 | 12:00 PM – 12:45 PM ET



# Today's Agenda

01	Welcome & Housekeeping	5 min
02	Service Hub	25 min
03	Smart CRM	7 min
04	HubSpot Marketplace	7 min
05	Q&A	To End



## Housekeeping



Your audio and video will be disabled throughout.

However, you can use the chat to share your reactions, thoughts, or hype.

Yes, we will send a recording.

You can expect the recording in your email inbox within 24 hours of the event. We'll also send you home with this slide deck for easy reference.



## Q&A

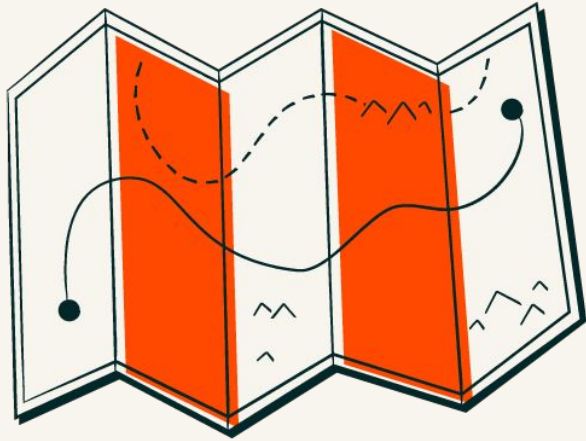


We're excited to hear your questions, and will address as many as we can.

- Use the **Q&A tab**, not the chat, to ask your questions
- **Upvote** questions to help us prioritize
- Reference the **Product** or **Feature** you're inquiring about in your question



# Availability



Product access varies by feature, and some features are still in public beta.

- You may need to **request access**, and approval may take some time
- We've included a **key** on each feature slide, so you know what product, tier, or seat is needed for access
- We'll send you home with a **product cheat sheet**, so you have a checklist of everything you want to explore in your own portal

◐ All Plans

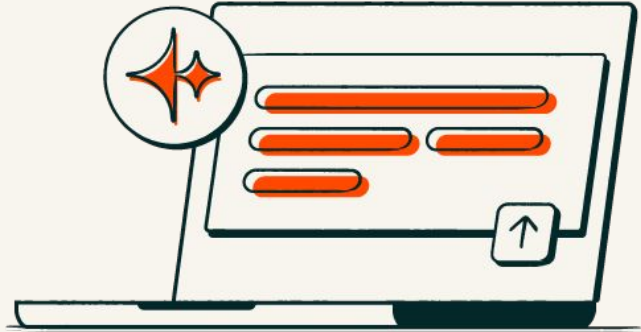
● Starter+

◐◐ Professional+

◐◐◐ Enterprise



## A Note on Credits



We're here to create clarity around credits.

- For Service teams, we have many AI features that you can use for free without consuming credits.
- The **only** feature we're covering today that requires credits is **Customer Agent**. All other AI features shown are included in your subscription, with availability depending on your plan.
- All HubSpot customers on the seats-based pricing model **have HubSpot Credits included** in their account by default to help you test and experiment with those new features.

Let's dive into the  
product updates.



# What's New in **Service Hub.**

Adriti Gulati, Lead Professor, HubSpot Academy  
Aaron Schmaltz, Sr. Professor, HubSpot Academy



## Help Desk Workspace



All the Service Hub features we discuss require Help Desk Workspace

Customers who use Help Desk Workspace see:

- 23% faster time to resolution rates
- 18% higher resolution rates

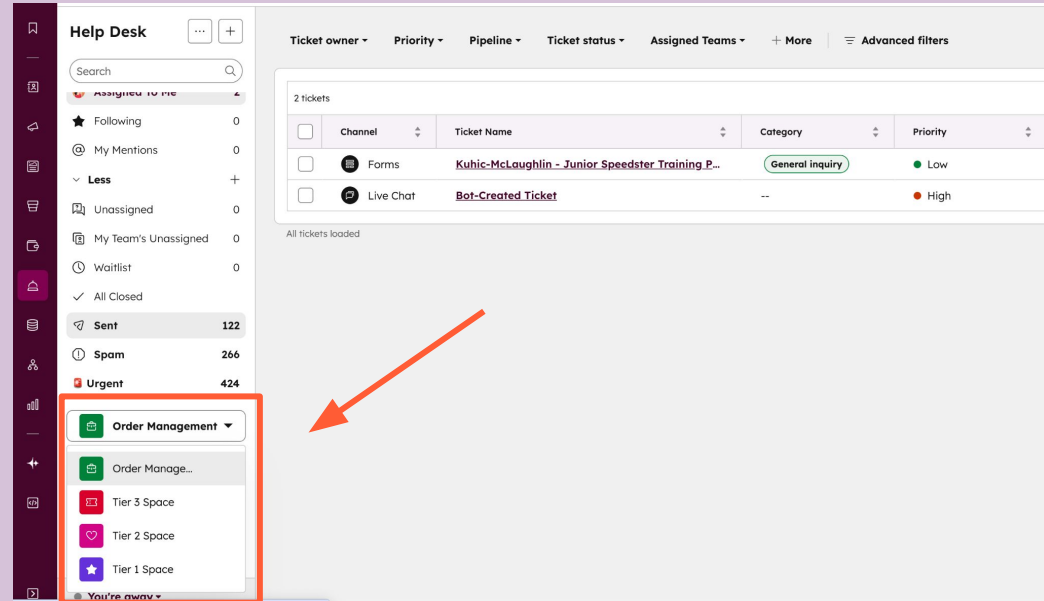


SCALE SUPPORT & DRIVE CUSTOMER RETENTION

# Help Desk Spaces Beta

Organize and segment your help desk in accordance with your team.

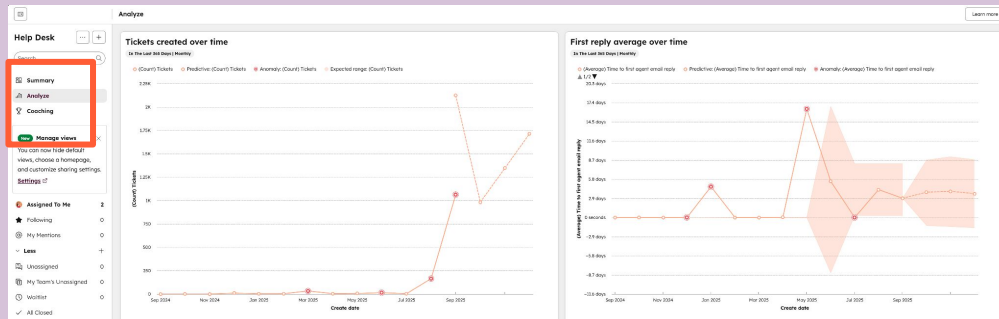
- Dedicated working areas that reflect tickets assigned to HubSpot teams
- Goal is to streamline ticket management, reduce clutter, and promote focus
- Can customize views within spaces



# Help Desk Reporting

Track and analyze your support team's performance over time.

- Summary page: overview of your team's performance including key metrics, team availability, SLA compliance
- Analyze page: view, filter, and save reports to gain insights into your team's performance over time
- Coaching page: coach your teams in a permissioned environment.



# SLA Pausing

Set conditions that temporarily pause the SLA timer.

- Pause the SLA timer when a ticket is on hold or waiting on customer response
- SLA Pausing is based on the “Ticket Status” property, but can be customized to fit your Help Desk needs
- Super Admin permissions required

**Create SLA rule**

2 Then, if all the conditions above are met, set your goals

Time To First Reply	Time To Next Reply	Time To Close	Mark As Due Soon
4 H	2 H	40 H	1 H

3 The SLA timers should count down under the following conditions

24/7

4 The SLA timers should pause counting down under the following conditions

**WHEN**

Ticket pipeline is: Support Pipeline

And ticket status is: Waiting on contact

[+Add condition](#)

5 Otherwise, continue to next rule


Save Save and create another Cancel

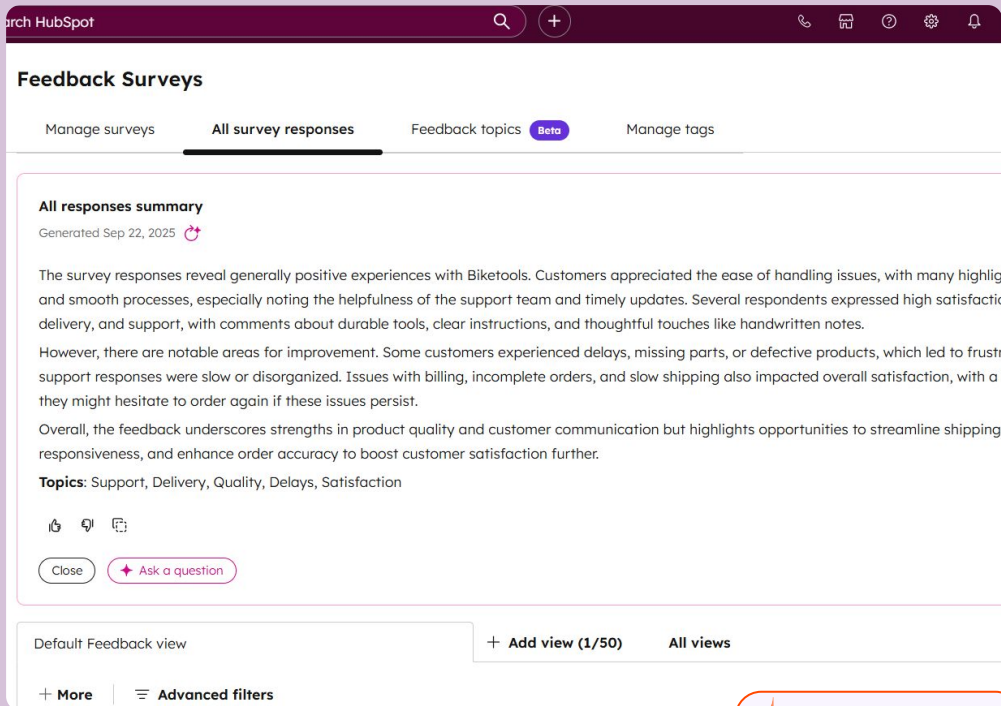


## AI-Powered Feedback Beta

Automatically analyze customer sentiment, and gain insight into common topics and areas for improvement.

- Enable proactive intervention before customers churn
- Generate actionable recommendations for improving customer experience
- Help service teams identify systemic issues across the entire customer base

 Service Hub Professional+



The screenshot displays the 'Feedback Surveys' section in the Service Hub interface. The main heading is 'Feedback Surveys', with sub-tabs for 'Manage surveys', 'All survey responses' (which is active), 'Feedback topics' (marked as Beta), and 'Manage tags'. Below this, there is a section titled 'All responses summary' generated on Sep 22, 2025. The summary text reads: 'The survey responses reveal generally positive experiences with Biketools. Customers appreciated the ease of handling issues, with many highlighting and smooth processes, especially noting the helpfulness of the support team and timely updates. Several respondents expressed high satisfaction with delivery, and support, with comments about durable tools, clear instructions, and thoughtful touches like handwritten notes. However, there are notable areas for improvement. Some customers experienced delays, missing parts, or defective products, which led to frustrated support responses were slow or disorganized. Issues with billing, incomplete orders, and slow shipping also impacted overall satisfaction, with a few noting they might hesitate to order again if these issues persist. Overall, the feedback underscores strengths in product quality and customer communication but highlights opportunities to streamline shipping, improve responsiveness, and enhance order accuracy to boost customer satisfaction further. Topics: Support, Delivery, Quality, Delays, Satisfaction'. At the bottom of the summary, there are icons for thumbs up, thumbs down, and a refresh icon, along with 'Close' and 'Ask a question' buttons. Below the summary, there is a 'Default Feedback view' section with '+ Add view (1/50)' and 'All views' options, and a '+ More' button next to 'Advanced filters'.

 AI-Powered Insight



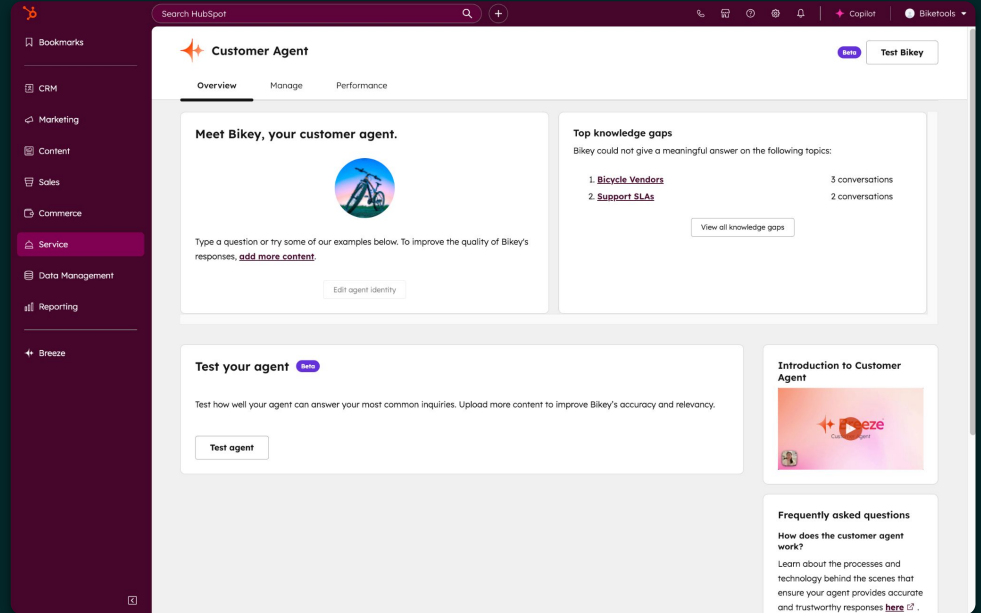
# Customer Agent

Your always-on AI concierge turning every conversation into a growth opportunity.

- Engage website visitors 24/7 with instant, personalized responses that guide them to relevant support content
- Resolves both customer issues & qualifies leads
- Deliver personalized, on-brand interactions with CRM integrations

Professional+

HubSpot Credits required



# What's New in Breeze.


Maranda Thompson, Lead Product Marketer

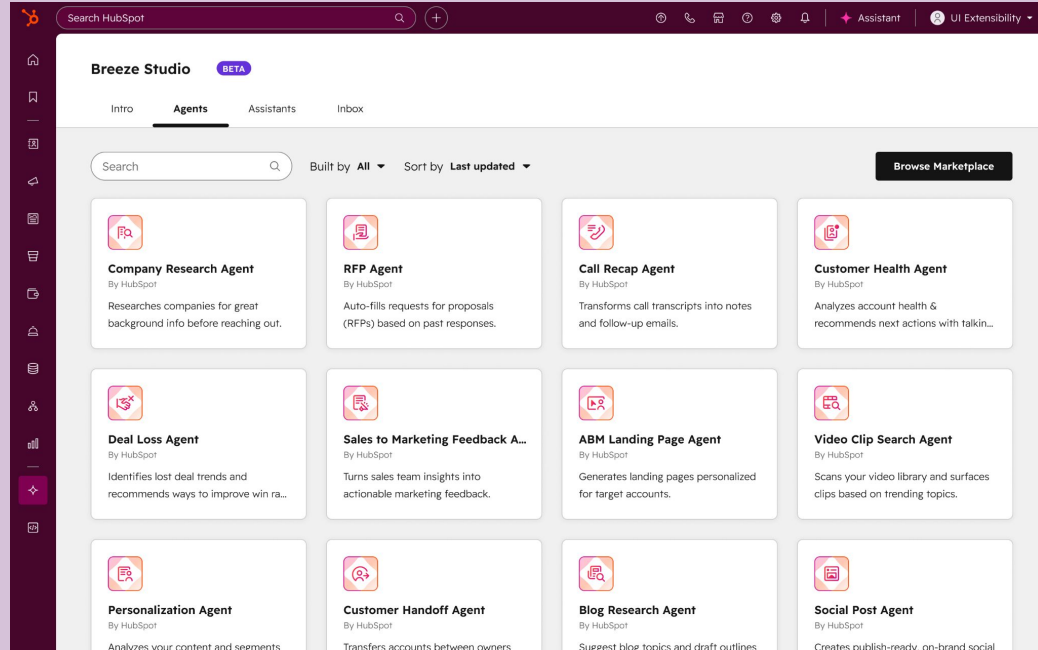


# Breeze Studio Beta

Install, customize, or build new agents and assistants in Breeze Studio to improve your team's productivity right away.

- Customize and launch AI teammates tailored to your specific business needs — no coding required.
- Consolidate workflows with tailored agents and custom assistants that have your business context to work faster and more efficiently.

 Professional+



# What's New in **Smart CRM.**

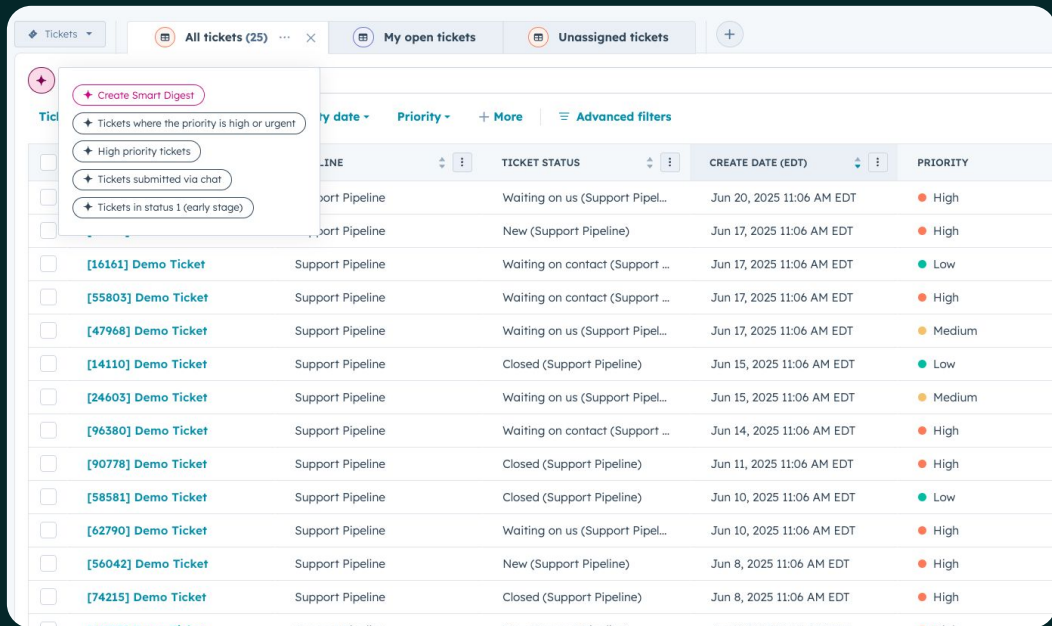
Jaime Jurenek, Senior Product Marketer



# Smart Digest Beta

Smart Digest is an AI-powered summary of the CRM data you care most about, delivered and contextualized instantly.

- Get contextual, actionable insights with AI-powered reports, right from the index page.
- Proactively identify areas for improvement and trends, such as ticket summaries with urgent priority levels that are still open.
- Stay automatically informed, so your interactions with customers are more meaningful, timely, and relevant.



Starter+

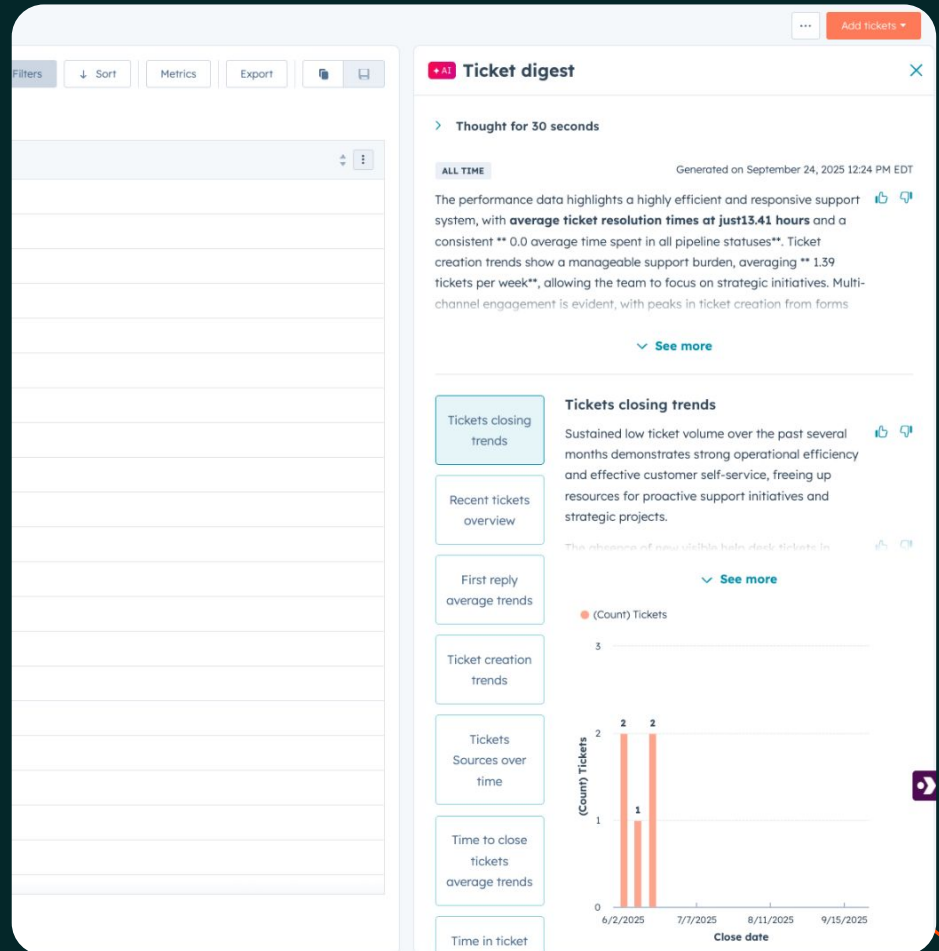


# Smart Digest Beta

## Why this matters

- Spot trends in support volume, response times, and how quickly issues get resolved
- Know when customers need help before they ask for it
- Stop doing manual reports so customer success managers and support leaders can focus on customers

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# Smart Digest Beta

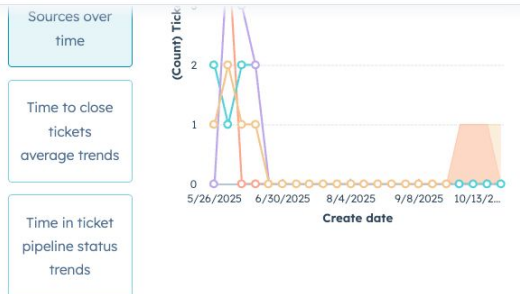
## How it Works

1. From the index view for Companies, Contacts, Deals, or Tickets, click on the Breeze icon.
2. Click “Smart Digest”
3. An AI-powered digest is generated containing insights, reports, and key takeaways.

**Tip:** Reports and analyses get more detailed as the digest processes and as you scroll down.

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### +AI Ticket digest



#### Summary takeaways

- **Average ticket resolution times of 13.41 hours** and a peak of 9.5 days demonstrate strong operational efficiency. This consistency allows for resource reallocation to strategic initiatives, such as enhancing customer engagement.
- The **\*\*0.0 average time spent in all pipeline statuses\*\*** reflects a highly responsive support process with no bottlenecks, which can be leveraged as a competitive differentiator to showcase operational excellence.
- With an **average ticket creation rate of 1.39 per week**, the support team has a manageable workload, enabling focus on value-added activities. However, the previous peak of 11 tickets in a week highlights readiness to handle demand surges.
- **56% of tickets marked as high priority** indicate potential resource strain. Allocating additional resources or prioritizing these tickets can ensure timely resolutions and maintain service quality.
- Multi-channel engagement shows strong peaks in form and chat sources, but their **low average weekly counts (0.5 and 0.22, respectively)** suggest room for improvement. Enhancing visibility and user experience for these channels can drive greater engagement.



# What's New in the HubSpot Marketplace.

Caitlin Juliano, Product Marketer

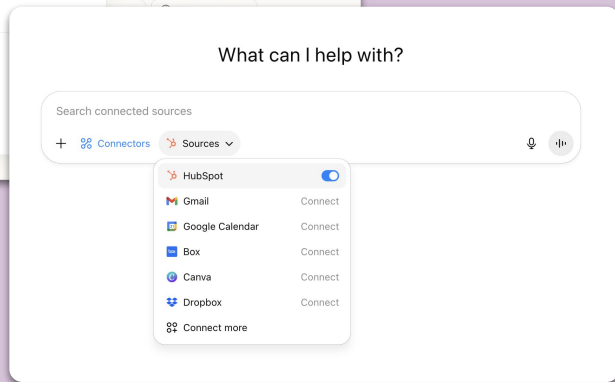
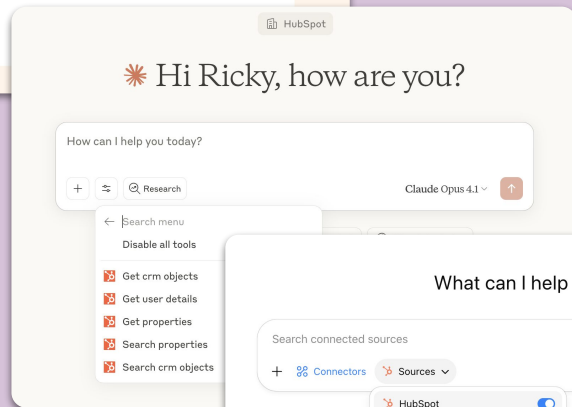
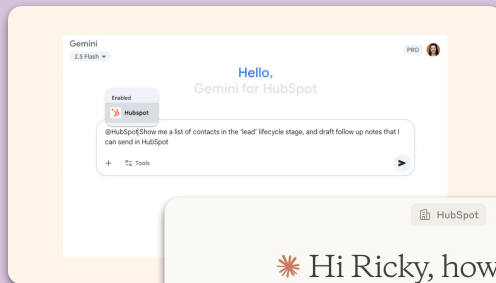


## HubSpot Connectors: ChatGPT, Claude, Gemini

Connect your HubSpot context to the most-used AI tools for the best insights that fuel growth.

- **ChatGPT:** Get quick help with daily tasks or deep research on complex projects
- **Claude:** Get personalized insights and data visualization with Claude's AI reasoning
- **Gemini (closed alpha):** Surface fast insights and take action back in HubSpot; available in closed alpha

All Plans



Plan availability depends on your third-party plan(s) and respects your HubSpot permissions.



# Prompt Libraries: Claude & ChatGPT

## Empower every team with the HubSpot connector for Claude

Claude's reasoning combined with your HubSpot context delivers personalized AI insights tailored to your unique business needs.

Filter by

Service

Prompt Type

- Claude

Use Case

- Cart Insights
- Customer Retention
- Customer Success
- Customer Support
- Deal Prioritization
- Funnel Optimization

Service

**Claude, Customer Support**

Find HubSpot companies that have recent high-priority tickets within the last 40 days. Include company details, direct HubSpot links, ticket volumes, priority levels, and resolution status.

Service

**Claude, Customer Support**

Analyze HubSpot tickets created this quarter and examine time-to-first-response and time-to-close metrics across different ticket sources, categories, and priority levels.

Service

**Claude, Performance & Analytics, Customer Support**

Examine HubSpot tickets created this quarter, analyzing volumes by creation source, priority distribution, and resolution types.

Service

**Claude, Customer Support**

Identify companies in HubSpot with multiple support tickets during last quarter, showing

Service

**Claude, Customer Support**

Show all open HubSpot tickets assigned to me with priority levels and description, sort by

Service

**Claude, Customer Support**

Analyze HubSpot tickets for this year to identify top 10 most problems our customers face.

## Empower every team with the HubSpot connector for ChatGPT

Get quick answers or deep insights from your HubSpot context — from lightweight daily tasks to doctorate-level research — right in ChatGPT. Simply click on the prompt text below to copy it.

Filter by

Service

Prompt Type

- ChatGPT
- HubSpot connector for Chat Search
- HubSpot connector for Deep Research

Use Case

- Customer Retention
- Customer Success
- Customer Support

Service

**ChatGPT, Customer Success**

"Analyze support ticket volume and categories over the past quarter to identify the top 5 recurring issues and their impact on customer satisfaction" - so you can proactively address common problems.

Service

**ChatGPT, Customer Success**

"Develop a customer health scoring system based on product usage, support interactions, and engagement metrics to predict churn risk" - so you can intervene before customers become at-risk.

Service

**ChatGPT, Customer Success**

"Identify support issues that consistently exceed SLA targets and create streamlined resolution processes for the most time-consuming ticket types" - so you can improve response times and satisfaction.

Service

**ChatGPT, Customer Success**

"Segment customers by size, industry, and usage patterns to

Service

**ChatGPT, Customer Success**

"Create clear escalation criteria for different types of customer

Service

**ChatGPT, Customer Success**

"Analyze customer satisfaction scores and feedback patterns

[offers.hubspot.com/thank-you/claude-connector-prompt-library](https://offers.hubspot.com/thank-you/claude-connector-prompt-library)

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# Questions?



# Request a Demo

If you want a more specific demo of any of the products shown today, fill out the poll on screen now.



# Thank You



HubSpot