Talk the Talk Master Customer Communication with HubSpot and Aircall Integration-20250326_135049-Meeting Recording

March 26, 2025, 1:01PM

49m 44s

Nsovo Shimange 0:10

Good afternoon, everybody, and welcome to our webinar, talk to talk. Before we get started today, I'd like to go through some housekeeping items.

You'll notice that your lines are muted and the cameras are off.

This is to minimize distractions.

Please feel free to use the chat and the Q&A functions, submit any questions. We'll be answering those at the end.

This webinar is being recorded and the recording will be available in the Struto universe very soon after a survey link will be shared with you near the end.

Please take your time to fill that out.

We really appreciate your feedback and Please note that by joining this webinar you've opted into our marketing updates.

You can unsubscribe at any time.

So today we'll be looking at the biggest challenges in telephony and customer communications, and we'll have a look at how HubSpot and Aircall are able to solve these issues.

But before we get carried away, allow me to introduce myself and my panel of guest speakers.

My name is Nsovo Shimange.

I am a digital marketing executive here at STRUTO and I'm joined today by my colleagues Ryan and Sean and our special guest Molly from Aircall.

Let's just take a moment to allow our guest speakers to tell us more about themselves. So we'll move from there. So order from left to right.

So we'll start with Ryan and we want to, Sean, and then Molly can introduce herself.

Ryan Waters 1:34

Yeah.

Nsovo Shimange 1:36

Ryan, can you take us away, please?

Ryan Waters 1:37

Thanks Nsovo.

Yeah. Thanks, Nsovo. First of all, great to great to be on the call today. For those of you that don't know me, I'm Ryan Waters, solution architect here at Struto. I would say passionate problem solver and love nothing more than solving problems using technology. Specifically when it comes.

To HubSpot and the likes of Aircall, plenty of things we can solve using those two bits of technology and helping your people and processes align.

But yeah, I'll hand over to Sean.

Sean Fowles 2:09

Well, class. Thank you, Ryan.

Yeah. So, Sean Fowles, I've been in the CRM and ERP industries for many, many years. Software and software as a service at Struto I head up customer success and revenue. So what that means for many is everything that we say we can do. I hold the team accountable for.

I bring Ryan's dreams down to earth slightly so Ryan will spend time with you looking at all the creative solutions, and then you'll hit migate and we'll talk about you know, where that fits into your road map. And then my team will take it from there.

But looking forward to this and I will hand over to Marty.

Molly (Guest) 2:44

Thanks, Sean. And so I'm hoping there are no technical difficulties because as you guys are introducing yourselves, I actually went out of the room, came back.

So I'm hoping everything is moving right now, but great to be here.

Sean Fowles 2:54

Very smooth.

Molly (Guest) 2:58

My name is Molly Sunwoo.
I'm a senior partner manager at Aircall and I essentially look after Aircall's partnership with the HubSpot ecosystem across the UKI and Nordics.
So that means I work very closely with HubSpot teams and HubSpot partners to constantly kind of innovate and come up with joint.
Solutions and use cases to add value to HubSpot customers.
Sort of existing setup their sales and support processes.
And talk to you, Nsovo.

Nsovo Shimange 3:24
All right. Thanks so much, Molly.
Let's go through the agenda and what we cover today.
So first of all, we'll look at the synergy between Echo, HubSpot and our company Struto, and then we'll have a look at the common telephony challenges that companies face and the pain points.
And we'll try and find some solutions for that. We'll look at the HubSpot and Air call integration and then to bring it all together, we'll have some.
Real world use cases and we'll look at the benefits of the integration.
In the end, we will leave some time for some Q&A, so if anything catches your attention during the call, just feel free to drop it in the queue.
Use the Q&A button and we'll have a look at those.
Yeah. So I guess let's get started.
The Aircall HubSpot and Struto synergy.
So some of them you may not be aware how these all fit together.
I'm gonna hand that over to Sean too.
Please explain how these work and how many.

Sean Fowles 4:28
I thought it was obvious from the from the slide, but let me let me go into a bit more detail.

Nsovo Shimange 4:33
And.

Sean Fowles 4:33

So look, First things first. I think often folks do think that one thing happens and everything else runs automatically.
And as struto, we're a partner of two very important solutions.
Or certainly platforms, one being HubSpot being your CRM and your customer information and the customer relationship.
But then you've got Aircall which is that customer facing layer of Omni channel communication.
The way that they work together is what we work on, so a lot of customers think that it's just a telephone on the echo side and they think that HubSpot is just sending emails, but it's so much more than that and exploring that journey with you and the.
Road map that you have as a business, that's one thing. Understanding when you can take things on and when you can do them through that course is another thing that strut already has spent a lot of time earning our skills as a technical partner.
And this is exactly what the conversation is about.
So a lot of folks sit in the same chair as us and go well. This is what we do and this is how we solve and everything's just a solution.
But for today, we'll do our very best in our synergy to paint the picture that you can take into your internal teams and then kind of work through that so.
We're excited to see how we go from here, but open to any questions. Each of us have our own websites as well, and each of us talk to similar points in our websites and the content we provide.
So we spent a lot of time.
Really aligning to air calls, messaging.
Learning to HubSpot messaging Struto and yeah, we invite you to to ask US questions. Thanks Nsovo.
Ready to rock on?

Nsovo Shimange 6:05
Alrighty. Ah.
Yes. Next discussion. As we pointed out to you, there are lots of pain points that people experience with telephony.
Would you guys care to elaborate what you've seen in your day-to-day findings and our plans that we work with?

Sean Fowles 6:24

For sure.
So I'm hoping not to monologue too much.
I'll try and bring Ryan and and Molly into this a little bit more.
But really what we're trying to do is tell a little bit of a story across 3 segments.
So we'll work through the sales teams themselves.
We'll work through the the leadership capacity and then the businesses them, oh, the customers themselves will give me the business is affected by these challenges.
But in our process, we really try to paint the picture of what are you missing and a lot of the stats and the metrics that we're providing.
Oh, the water's missing factor. One of the examples really.
A modern day example that we work through and it is a pain point is that a lot of our customers and a lot of those that we engage tell us about the the connections they've missed.
What we've tried to do with folks is quantify that missing connection.
So while we talk about this and through this exercise and the call today, I would like you to jot down if you can little areas in which this kind of change could affect your ongoing costs.
Because building the RRI on this is something you'll do and will support you to do.
But you know, it's not a buzzword in this case. So in the scenario here, we talk about time saving and manual time.
For example, you know a lot of customers have high percentages of manual capture, incorrect capture, and naturally as a result of that, nothing progresses right.
So consider for yourselves.
Imagine your revenues undercut by something like 30%.
Because that's the going rate, right?
It's not a statue seen on the board yet.
But improving your productivity by 40%, right?
And assuming you take it from where it is now to the 100% mark could have an impact on your revenue of something like 30%?
The pain point, however, is that the majority of the market are proving to us that they don't hit their full revenue capacity because of simple things like their sales teams not connecting, not communicating centrally, not storing data centrally, and the manual work that we've noted yet. So think.
Of think of a scenario where.
Cool has information handy through a transcript, which your salesperson is

capturing.
And it's not exactly the right number.
For example, let's say there's a number error in a product that's sold or or a process.
That's one example.
Well, secondly, imagine a scenario where you are as a as a team trying to forecast and the telephony is not paying attention to what's being said in calls and is not translating that into actionable insights in your CRM.
If you can say confidently that that's happening in every scenario and every call, then kudos to you and this is usually where I invite you to enjoy your time off from our call. But in the majority of cases, that's not the case, right?

Ryan Waters 9:02
OK.

Sean Fowles 9:03
So we'll share a little bit of this, but I think Ryan, just to bring you in here, I mean, you've had this incidence before, do you want to elaborate a little bit?

Ryan Waters 9:07
Yeah.
Oh, just lights, lights and lights, right?
I have the pleasure of dealing with a mixed bag of companies, really.
Some of them might be existing HubSpot customers, some of them might be, you know, moving from another CRM to HubSpot, you name it.
But quite often it's about getting getting teams to basically adopt the system properly and ensure that the right information is there and.
I don't have any of you have got the same experience, but looking at a CRM that hasn't like.
Very limited communication info is obviously a bad place to be, so it's all about that.
How do we automate and streamline and ensure that the right communication all of these touch points are all being enriched inside the CRM so that every single person in your team can collaborate and communicate with your customers. You know, regardless of whatever department you're in and this is.
The thing you know, if you make sales people.
Do you manual admin?

It's just falls by the waistline most of the time, to be fair.
And what you need is you need the ability to automate and ensure that the stuff is being added and enriched as you're kind of having these experiences.
So you know, automatic call logging is there's a must here with this type of thing. We want to ensure that these calls are being logged and then think about this new world we live in where we've got AI just.
Breathing down our necks from every single angle, but the ability.
To have summaries and things like that all coming into play, ensuring that when you start prompting and start trying to read a company and understand more about the company and the people in it and the comms that have happened, you can get quick snapshots and summaries and things.
Like that from that perspective. But you know, at the end of the day, we want to enable your sales team to be focused and streamlined on the important parts. We want to make sure that they can have these meaningful conversations.
And not have all the the the the frustrating annoying admin part get in the way of them doing their day today.
But yeah, I think that should cover that for now.
I think maybe move on to the next one.
I'll go back over to you, Sean.


Sean Fowles 11:18
Yeah, look, I mean it flows straight in.
So again, just from a reporting perspective, and I think certainly forecasting, I have the fortune in our business of looking at what it is that we're doing and then translating that into the reporting that we do as a business.
Something for a business leader, for example, you might be looking at it going. What is my missed communication percentage?
Number one, that then feeds into the revenue #2, but as a result of miscommunication. Excuse me.
The the captured data leads to the forecast.
So when I mentioned forecast a few seconds ago, it was around exactly that.
Poor customer engagement, poor data capture. Poor forecast, right?
And all we're looking at is in a scenario like this, what is that number, right?
And if we're giving stats on screen in terms of unanswered calls and the revenue loss, you know you have to confidently state that you've got a portion of this £30 billion

loss, right?
We're all in this boat together in a scenario.
And what we in a position to do is look at those touch points and say, you know what communication type was being positioned for the right flow.
You know, did we send the wrong thing?
Did we call the wrong person?
Did we invalidate the wrong process?
And that's kind of where the the approach to be taken now from a business leader perspective, a true pain is that and I certainly understand this for myself is that reporting a a problem number being something that's not factually tested by something upstream in the automation.
Creates a downstream problem.
Business, you know, confidence from the team delivering. For example, if you're a fulfillment start start business or if you're a professional consultancy for example, and the data isn't accurate, you know we're not in a position really nowadays to to outright trust every single scenario.
Because folks are busy on the previous slide, we saw that sales people have productivity problems because 80% of their capture is manual.
With the likes of Aircall and the solutions, we'll discuss, that number is drastically reduced, right?
And drastically significant and what we'll do with you in our process and where we need to get to. And sorry, this may seem doom and gloom as we need to understand with you what the percentage is that you currently experience in terms of your unanswered calls and what?
Do you miss forecasting as a result of not having factual data?
Right. So I think for a business leader in one of the areas we can look at and I think maybe Ryan, maybe you and Molly can dovetail on this one is.
You know we're missing calls, right?
What are our?

Ryan Waters 13:45
Yeah.

Sean Fowles 13:46
What are our options there?

You know, how can we improve customer engagement?
In that sense, freestyle from here.

Molly (Guest) 13:55
I I can take this one.
So yeah, in terms of these missed calls, I think it's something that we, you know, leaders come to us frequently about and it's a, it's a very what do you call it.
It's a glaring problem, right?
Because it's one of those problems where the you can quantify already what is the opportunity cost in number.
So what is the volume of calls that we're currently missing and what does that convert to in leads or or churn rates?
Now, I would definitely say #1 going back to what we touched on in the previous slide of having every single one of those even inbound calls logged again and centralizing the CRM.
So you have that capture so that you can follow up with them, get back to them, especially kind of going back to that first point right there of most of them won't receive a call back because they're not logged or centralized anywhere.
So where do we even find that data?
There isn't a process to make sure that we are getting back to customers in a consistent way.
And secondly, also we might want to take a step back and make sure and dig into why are we missing all these calls?
So what does that mean in terms of our inbound call routing?
Do we have enough capacity in terms of resources and the team to be able to field these calls efficiently or is it a problem just in the way that we're routing routing these calls?
So our call's all going to one teams when there's another one that doesn't have business to deal with or that that has a capacity to manage those.


Sean Fowles 15:10
Great.

Molly (Guest) 15:17
So how can we then start optimizing and fielding?

These inquiries or these inbound leads more efficiently to make sure we're minimizing missed calls, but at the same time, when they do happen, we're making sure that we're getting back to them in a systematic and scalable way.

Sean Fowles 15:34
Correct. I think that's the trick.
I mean, if I'm if I'm to recall some of the client feedback we received is the scalability of it's not there are. So you you'll have everybody has a calling system, but nobody has the linked automation. And I think that's the big issue, right. So all it does.
Is it becomes a repeat process of missing that step, and I think that's exactly as I say from a forecast perspective when you're trying to forecast, you know, your revenue for a month and you've got X amount of activities with X amount of logging. If the activity ISN.
Running efficiently.
And the logging doesn't really exist. Is the forecast factual?
You know, and I think that's the question I want folks to ask, especially in the business data capacity.
That from an ROI perspective is not just the sales and the customer time wasted, it's the executive time wasted as well.

Ryan Waters 16:19
Yeah, I think it ties nicely into like the service aspect as well.

Sean Fowles 16:19
Ryan, anything to add?

Ryan Waters 16:24
Yeah, because I think that when you think about automation, I start thinking about, you know, the CRM side of things and you know if a call comes in, tickets can get created and and routed to people internally.
So sometimes you know you ideally want these. Well, these calls to come in and be routed on the fly and and directed to the right person and the team to handle.
Not everything can be handled on the spot, right?
So sometimes we might need a ticket and a process off the back of that to ensure that.

This issue gets resolution to it, so there's so much that we could be thinking from that perspective to ensure that consistency is put into play. Thinking about feedback surveys off the back of some of these things coming in to ensure that the customer is happy and and the.
Likes of that? There's one other thing that I'm I'm quite obsessed with.
At the moment is with HubSpot bringing in the customer health score piece into into the customer service delivery and think about every single one of these touch points as a as a way to understand how the customer is feeling at this point.

Sean Fowles 17:33
That's a good.

Ryan Waters 17:33
From my perspective, that's what it's all about.
It's how do we engineer really good experiences for our customers all the way through their buyer journey, not just in the sales piece, but actually delivering to them when their customers.
Then we're thinking more about the cross sell and upsell opportunities.
But at the same time, we won't have those opportunities without happy customers, right?
So ensuring that you're keeping a gauge on on the mood and their experience by pulling these points together can all be really beneficial to the business.
But yeah, all all good stuff to kind of work through.

Sean Fowles 18:07
Makes sense?

Ryan Waters 18:08
Perfect.

Sean Fowles 18:08
I think you got one more to go, one more doom and gloom to get through, and this is probably the biggest one.
So so again, I think just to.

Molly (Guest) 18:15
I actually think it might be two more.

Ryan Waters 18:17
I think that I think you're right there.

Molly (Guest) 18:17
There's a lot of doom and gloom to for us to work through.

Sean Fowles 18:20
Very cool.
So yeah, I mean again, welcome to the value of despair.
This is the part that I get to host.
So the reality, the point here and I think something just to date back is we've now spoken a lot about the in business, but we're talking about the out of business and much like if you think of a website in the scenario not knowing who you're talking to.
Is problematic.
Time wasted trying to understand who's engaging with you, who you're engaging with.
That's that's one of those areas.
In process, right?
Something that if your solution is not giving you that view, you know this is again one of those ROI builds in terms of time that I'd like you to go and way and do the time study. And if you've got fifty staff, I mean we've we've got a.
Couple of companies we work with, there's more than 100 heads or more than 200.
That's a simple multiplier going.
You know what is the average time spent giving getting confirmation of who?
The person's talking to and what's the average time trying to log against a certain record because they have to go posts, post engagement and go and do that.
And that pays the solution in effect, right?
That's what we need to do in this exercise. But predominantly speaking. And I say in the majority of cases.
It's not the case, right?
So when a customer engages you, you don't know who they are, right?

You have to 1st ask them.
Consider the experience for yourself, where your solutions by connection in an Omni channel experience give you upfront recognition, right?
That's exactly what our what our goal is with this process, right?
And the ones that we do engage with that don't have the integration.
And let's be clear, this is a very friendly integration.
So it doesn't require massive overhead in not not a large amount of work to keep active, but those that have it don't report these issues, right?
They don't come back and complain about them after the fact.
They chalk them off and that's a huge thing from an investment perspective.
Something very important to note, and I think to Ryan's earlier point there around customer satisfaction, right, you're in a position from an automation side to engage the client using equal comfortably, right? So to check that box unequivocally and to have your team controlled. And we'll cover some.
Cases of how that is controlled but key process is controlled, then you've got your logging in your HubSpot side which again gives you that control.
But then from there as well, you're able to in real time vet the loyalty now just to shoot back to doom and gloom, a lot of the folks we engage when they ask them at the start what which of these platforms do you currently have they speak about?
Fragmented setups, right?
So they don't often have HubSpot or echo.
We're in a transition process.
But when we ask them what their NPS is or their C sets even.
They don't know.
They don't even know the number because they can't do it because they don't have the confidence to do it.
This is one of the goals that we have early on is to try and say how soon can we get you to that point with this suite of automation. So not in part, but together how do we get that as an early goal or as an early goal?
For you.
And again, just to take some of the numbers on screen, if you take this and translate this into your business, try and set your mark where you believe you are.
You might be at 60% or 50% or 70%, but to close that 30% gap in terms of custom experience, loyalty feedback to you, what does that quantify us?
Because if we take it back to the first slide, if that revenue off the back of customer

experience is increased by 15%, is this a no brainer investment?
That's up to you to decide.
So I think in terms of the customer side and the pain points we've got here.
The integration side perhaps Ryan and and Molly again.
I'll leave it to you to to dovetail on this, but what is your experience in the solve on the integration side?

Molly (Guest) 22:01
I think we so I'm I'm happy to kind of jump into more of what, what that solution we'd like to present is or we would propose is but even before we get into the good news, I think the the action Nsovo if you could just go back to.
The previous slide.
The first the the stats here from our perspective are some of the most significant kind of challenges that we hear from business leaders in terms of if we think from our perspective as customers.
So how often do we call into a support line?
Let's say I wait 20 minutes in the queue just for somebody to pick up.
They don't even know who's calling, so I have to then at that point give my first name, last name my like order number, my membership number, and then the call like accidentally drops and then I have to call back and then 15 minutes again I wait and finally.

Sean Fowles 22:41
The best.

Ryan Waters 22:44
So West.

Molly (Guest) 22:51
I'm connected and it's a new Rep that has no contacts in the previous call. I had that entire conversation again. So I just want to kind of give a concrete example.
That we all deal with, probably in this meeting.
Or in this webinar on a daily basis and we are part of the 76 percent of customers that expect personalized experiences.

Sean Fowles 23:07

Absolutely.

Molly (Guest) 23:12

But what I can definitely say for sure is out of the businesses that we speak with on a daily basis, there is much fewer than 76% that have a solve to tackle that very painful process for their end customers.

And so we'll jump into what that solution is going to look like in a second. But I really want us to kind of digest how big of a challenge this is on a day-to-day and how this is impacting the customers that we all kind of service.

On a daily basis. But yeah, I think I'll leave it at that and then I'll jump in later on for for all the good news and the shiny stuff.

Sean Fowles 23:44

The truth.

Molly (Guest) 23:50

But Ryan, did you have anything else to add on on?

Ryan Waters 23:52

No, I I can agree more like that. Frustration of of calling in somewhere and literally having to repeat yourself over and over again.

Molly (Guest) 23:53

This point.

Ryan Waters 23:59

There's nothing worse than that.

So businesses that are tuned into that and and and avoid that at all cost I think are ones that are providing great service at the end of the day.

Sean Fowles 24:11

You're a nice guy, Ryan.

There's there's no way. Anybody, mind you. You're phoning back and you're having conversation.

Ryan Waters 24:16
Come on. Who wants to listen?

Sean Fowles 25:03
It's down to me.
It's down to me to to take them on so.

Ryan Waters 24:20
He he wants to listen to the Titanic theme song while you're on there waiting in the queue to speak to somebody, right? So that could that.
Man, I completely agree, and I think I don't want to say too much here because Molly's got some really nice little features to kind of help us understand. But at the end of the day, think about the CRM and think about, you know, all be able to.
See each other's conversations.
I think it's critical, like we all know the HubSpot end, we want to ensure that we can.
Understand this person and their situation needs to be relevant.
It needs to be timely.
It needs to be all of those things.
So, but yeah, I think let's jump into team leads next.

Sean Fowles 25:03
So I think really just around us out again we we have different personas joining us today for the webinar on those that have requested the recording.
Again, this is catering for the wider audience, so often the area of management is in middle management as well.
So again, team needs might sit preparing forecasts for, you know, business leaders as we had a couple slides ago and they will be the ones collating the data from the sales team, so.
One thing that I've certainly found in terms of data review and analysis from a client perspective.
Is that to the point earlier? If you can enforce the the election of data through the use of AI and listening tools and your transcript tools, you import that naturally,

you're in a situation there where the data and accuracy that you face are lowered, right? It's absolutely the.
Case the bigger challenge we've got at the moment is because of that again to a revenue point, there's at least 25% on average in terms of missed sales opportunity and upsell.
Right, that's 25% is the absolute, you know maximum loss point. Some folks report more than 50% in missed opportunity as a result from a team lead perspective not having the right coaching tools, right. So now you have a situation where your data's being Capt.
You don't have the opportunity to develop your team and so it isn't being captured. You aren't able to develop your team and your team aren't picking up revenue opportunities organically.
This is a lost problem, right?
Again, we talk about not finding an opportunity and then we jump one over, which is even more painful, not actually even closing the deals, right.
So again, imagine you've got lots of opportunity and the deals you do find and source or happen to operate on, you have a diminished closing percentage.
Take those two things into account in your ROI calculation.
So we've had what we've had initially was the sales team in capturing.
That was a time study.
We've had the situation now where we go through a leader and.
Accept that our forecast is incorrect.
Is incorrectly stated.
We've worked from a customer perspective where there's walk away customers as in you know there's a a large proportion of customers who won't come to you again because of a poor service. Then you're left with the 50% of potential mist sold. And then to the point on.
On screen you then have 17% of your customers or diminished closing ratio.
Now you're sitting with a problem, right?
And I think that's the unfortunate part. In the valley of despair.
We've reached the bottom, but now we've built this calculation of, you know, what can you fix?
So what we'd like to do as we step away from this part of the discussion, and I think we can move on to that next is you know what kind of things can we look at to implement to help improve this journey?

Now I'll just say one thing before I hand over to the team.
None of this is an overnight.
It's not a light switch.
It's not. Play the CD and it's all amazing.
Struto is here to help guide the journey.
So you don't have to just, you know, buy licenses. And this all happens.
We're going to walk you through how that gets there.
So I'll give it back to Molly and to Ryan.
Take us through it and let's see where we get to from here.

Ryan Waters 28:07
Perfect. It's like at the end of the day, a few of the things that we should be thinking about and I think we went all over some of these bets, but like we want to be able to ensure that you can listen to any call recordings in the.
System. Think about the call recordings piece.
You want to ensure that all that activity is always logged and who has the time to go back and listen to a whole call, right?
So if those calls have transcriptions in place, obviously you know the summary of that call.
Is really the great piece here thinking about AI again. But you know you want to have that, especially as a team lead.
You want to have a snapshot and a bird's eye view on things that are kind of going on, so there's plenty that would come in from that perspective.
And then we think about some of the other elements, you know, when we think about communications across channels, you know the sales team, everything about them prospecting using sequences.
Is normally a combination of emails going out.
But there's normally some LinkedIn connection requests.
There'll be phone calls happening, so you've got all of these multi channel things happening and then equally on the other end, if we're talking about the customer support side of things, your customer should be able to contact you in whichever medium is is easiest for them, people that.
Want a instant answer to something?
Are still likely to pick up the phone and and want to call in.
So we want to be able to ensure that.

Are met at that particular moment and then think about live chats and you know, all sorts of other areas, knowledge bases, and at the end of the day, if we can understand the client and why they're asking and when they're asking from a management perspective, all of that.
Enrichment will help us understand how we can deliver a great experience, and these are the things we really think about a lot when working with our clients.
It's all about.
Ensuring that they've got the right touchpoints in front of them to ensure that this process.
Smooth not just for their customers, but for their teams who are also delivering the experience as well.

Sean Fowles 30:10
Hmm.

Ryan Waters 30:13
But perfect.

Sean Fowles 30:13
Shoot me.

Ryan Waters 30:13
Anything you want to add there as well, Molly?

Molly (Guest) 30:17
I think you've covered a a great overview of kind of that value and benefits here, but yeah, I'm happy to jump into the next slide and get into some more concrete examples.
Yep, so I know that we obviously spent long enough talk about all the scary stuff.
So yeah, I think Ryan and I get the the pleasure, the pleasure of of kind of talking about more of the rainbows and sunshine portion of of today's session.

Sean Fowles 30:36
I'm. I'm done here. I'm.
Done.

Molly (Guest) 30:46

But I think obviously, surprise surprise, we wouldn't send you away without a fix to all of these problems.

And I think we've covered so much that I'm not even going to try.

And you know.

You know, tackle all of them. You know, in the next 15 minutes.

But what I would love to do is I know that adopting a new solution can be a daunting thought.

You know how hard will it be to implement? How long will it take until we can actually start seeing value?

So I did want to emphasise kind of two main points.

So firstly is that Aircall and HubSpot as an integration and as a joint solution has layers, you've got kind of what that phase one and that immediate sort of?

MVP looks like.

And the value you can get gain from that and then you can start layering on on those foundations.

But also secondly, that's also that value that Struto brings to the table as a joint partner of both Aircall and HubSpot. You know with that expertise from both ecosystems, they are very much you know you know positioned to guide our you know joint customers through that process of.

Of customizing this onboarding journey along the way, according to each businesses needs.

But let's kind of first start off with what are some of the more quick wins that you can start seeing from Aircall?

So the first thing I want to highlight is that Aircall's integration with HubSpot is fully plug and play.

So that means that in that at least initial kind of phase one of the screenshots that you see on the screen here, which I'll touch on in a second, there aren't necessarily development resources that are required. So oftentimes for a lot of our customers in the early days.

A configuration process.

Consists literally of few buttons.

And dealing with a few pick lists.

Now I just want to recap some of those pain points that that we covered earlier

because I know there's a lot going on.
So just to recap a few of them.
So we spoke about how there is fragmented customer data and lack of context which is leading to inconsistent and impersonal customer experiences.
We spoke about manual logging and manual. Anything is draining team productivity and taking away from sales reps doing their job, speaking and.
With customers and adding value in those conversations.
Thirdly, we spoke about how inconsistent customers interaction data is hindering data-driven decision making for management and leadership.
So I've included on the slide here what you can start to see the moment you switch on that HubSpot and Aircall integration.
So firstly, the kind of bottom right corner you see that kind of black screen right there.
So that is a screenshot of the air call dialer.
So from the moment an agent receives any inbound call or outbound call, the moment it starts, they will be able to see what we call that air call Insight card right there.
So that shows exactly who is calling using CRM data from which company and any of the most recent deals and tickets that they have open now. When they then click through that insight card, that'll bring them to that relevant contact record company record and essentially they will have.
An overview of all of that relevant contact.
So you see that middle screenshot right there. If I click through to that insight card, I can see Bugs Bunny was calling.
What's the most recent engagement?
What's that last call that we just had? So that when you actually pick up the phone, you can say, hey, Bugs Bunny, thank you so much for calling in.
I know we recently spoke, you know, two days ago about this technical issue that we were having, you know, is that what you're calling about?
So again, going back to that example I gave earlier of having to give your name your company name, this and that.
You can now start delivering really personalized conversations right off the bat to your end customers.
Now, how do we have all this context now that is based on all the previous calls that were made through air call which have automatically logged and consistently logged

against that contact and also again any relevant deal or ticket records.
So again, it's that full circle loop where this current call out taking place with Bugs Bunny will also log so that when Bugs Bunny calls back in three days time.
Again, we have that latest call record for that personalised conversation to pick that conversation up where we last left off. Now then and this is the one last point I'll add here because I know that's a lot to take in to take that one step further, another massive.
Kind of gain straight off the bat.
Is that consistency in data centralization? So when every single interaction is logged the same way automatically?
Now your CRM becomes that single source of truth.
People you know invest in HubSpot for this centerpiece in their tech stack in terms of their customer management. But what we need for that CRM to have value is the customer interaction data, right?
So this data can then be used to build out reports. Some examples that you see right there directly on HubSpot to track the metrics that matter most for leadership to then forecast and strategize and optimize agent performance to make sure that we're hitting every single revenue target.
Now I do want to iterate again that this can be achieved as early as phase one of adoption, especially with the support of the AIRCALL team and the stereo team to essentially guide you through that process.
But before I jump into kind of what that potential phase two could look like for some of the more ambitious businesses that want to get up and running straight away, Ryan or Sean, do you have anything to add to kind of this slide right here?

Ryan Waters 36:19
Well, I'd like to say one little dad joke here, but I'm thinking no more broken telephone here.
So that's the that's the number one thing, right? No more broken telephone.

Sean Fowles 36:27
That's good.

Ryan Waters 36:29
Everyone can see exactly what's going on, and then this is this is the Holy Grail right

now. We want to have all those insights all available.
So the context is real and you know the summarization of this element across multiple conversations is really where it's at, so.
It's.
Couldn't ask for more from a system from my perspective.

Sean Fowles 36:52
Yeah, I think just just to chime in.
I think firstly just also to note, this is not a Warner Brothers case study with Bugs Bunny, I think just also one key thing is a lot of folks that we engage say yeah, look, I've got a phone system and can we, you know the calling's fine.
And yeah, we can pick up transcripts, but to the point being made the the cohesiveness or the hard works.
And synergy with HubSpot and with your CRM that's often missing, right?
So yes, you've got calling components.
But you don't have the full suite of solution that fits that.
So what money is articulated here? For me, that's the that's the entry point of that crucial data.
And then to what's shown on screen as well as the HubSpot elements sit behind. And then lastly, the reporting pieces organically fit, once we set the reporting up.
It's not a case of, you know, and it is an immediate game because that reporting is native reporting in the likes of HubSpot.
But you've also got that airport overload overflow as well, so I think it's it.
They are immediate gains.
They aren't long term immediate gains, inverse comments.
Cool. Molly, back to you.

Molly (Guest) 37:53
Amazing. So Yep. If we go to the next slide, we can now start exploring how we can start layering on these foundations.
So I would say in my 2 1/2 years at aircall, there's one challenge that we hear the most frequently from business leaders and it stands out as by far the one that we hear most most often, which is we need to do more with less and.
I think everyone is talking about this, including, you know, within aircall, our business leaders.

So the focus has been you know.
How do we streamline and most importantly, automate as much as possible so that we can redirect that time into high impact tasks?
So let me tell you about a HubSpot customer that we actually or have been speaking to recently because they just started adopting err call last week.
So they are a software company and they have a outbound sales process.
So they have a business development team of around 50 people.
Whose purpose is to generate leads through an outbound motion now.
Each of these called let, so they're making cold calls throughout the day, and each of these cold calls would obviously result in different outcomes, right?
So some would book a follow up call with a specialist.
Some might not answer, so we need to call them back.
Some would say they're not interested.
Please don't ever contact me again.
Now a few different and I'm sure your own teams probably can relate to this. And of course this in theory should then be followed by relevant follow up action on the CRM, right?
So whether that's creating a deal on HubSpot or creating a task to call them back?
Now, previously this process was fully manual, which led to two main issues.
So firstly, they would very often just not get done.
So task one not being created and then no one's ever calling these leads back.
And secondly, it's an extremely manual process. When it does get complete.
So their MD was estimating between one to three minute post every call.
So they decide to automate this process with their call and help spot together.
So could we go to the next slide?
So I know there's a lot going on here, so stay with me. So within air call you can create tags. Now these tags.
So that's what you see on the right here. Now these tags connect to HubSpot to trigger various different automations on the CRM side.
So whatever automations you want now, these tags can be used by your Rep anytime, during or after a live call.
So what we're now doing is creating togs for every call outcome and basically as a button to trigger pretty much any CRM action and automate that process. On the HubSpot side.
So as an example, let's say I had a really successful cold call and they now want to

book a follow up demo.
What I would do is I would use those tags on the right target qualified create deal and automatically that will then trigger off the automations on the left where it would update the lead status, create a deal, round Robin, allocate that to a team of account executives ***.
It to one of them, send them an internal notification saying hey, you have a new deal in your name and then on top of that send a follow up e-mail.
To the prospect saying hey, thanks so much for your call just now or or your time just now.
Your demo's booked in now.
Alternatively, if they didn't, you know, pick up, then I might create a task saying no answer, call back for a task to be completed within the next day of calling.
You know, give them another ring tomorrow.
So this is precisely why so in the case of this customer, they estimated that within their sales team of around 40 people.
Making at least 50 calls per day, each requiring at least one minute of post call follow up per call.
They would save around 200 minutes per day or 16 hours saved per week.
And that's also precisely why, even though they were actually stuck in another contract for five years, they chose to move over to air call because the ROI case in the situation was just glaring back at them, right?
So now this is obviously also applicable for a support use case.
But what I really wanted to emphasize here is the focus is using and building through this HubSpot and Aircall integration.
Together to again tackle that first challenge that we touched on, which is that only 28 percent of a sales reps day is used actually selling.
So we want to bring increase that number dramatically, right?
And this is just one real life use case where where we can start tackling that.


Sean Fowles 42:19
Yeah.
Superior soup.

M **Molly (Guest)** 42:23
But yeah, I'm I'm conscious of time and I want to make sure we're leaving some time

for Q&A.
So I'll hand it back to Nsovo.

Sean Fowles 42:28
Popular.

Nsovo Shimange 42:30
All right.
Thank you guys.
Thank you, Molly, for that. Just to recap.
So we've looked at the pain points and the challenges Sean dragged us down to the valley of despair and we've been pulled up with some hope now.
And we managed a real world use case.
So everything is super valuable.
I guess yeah, this is jumping into the Q&A. I'm sure you guys have some questions that you need to ask and it's dropped them in the Q&A section and it's get answered.
Right.

Molly (Guest) 43:03
I will be able to come.

Ryan Waters 43:03
See, there's a there's AQ and a question question here from Luke asking if Aircall will be able to show the correct CRM record if an inbound call is from a slightly different formatted number.
Interested to hear your thoughts there, Molly.
Like, how does it handle formatting of numbers?

Molly (Guest) 43:22
Yes, so the recommended format living within the CRM would be that +44 format.
That said, for example, when Sean gives me a call and then he's gone through that 07 number, it should be able to pick that up now.
That said, again, we always as anything with CRM. We advise that were consistently maintaining CRM hygiene and and you know number formatting can be one thing

how we manage contact records to another. So that's something that again partners can support aircall can support in how we.
Maintain that hygiene to optimize our integration.
But yeah, I guess that would be sort of a quick answer to to the question.

Ryan Waters 44:03
Yeah, I think there's one other piece there like on the HubSpot end.

Molly (Guest) 44:06
Is that on the cases where duplicate contacts with the same phone number so?
For this one, I will actually, Luke, I will get back to you on this question.
So there are a few different cases.
In terms of if there's one from, if I'm understanding correctly, that would be. If there is one phone number attached to multiple different contact records.
I don't know if Luke you can interact in this. Is there a way for?

Sean Fowles 44:36
Nothing. We've given us a thumbs up, but I know this use case.
Just maybe I can give it a quick go. Just from outside of we we have this quite a lot.

Molly (Guest) 44:42
OK.

Sean Fowles 44:44
We naturally a lot of our customers have larger operations and it's centralized phone numbers.
So I think from 1 angle and again Luke, if this covers your use case, no problem.
But again, that centralized identifier would be where we flag the company. The company record might have primary contacts in some of them, and we would try and tag those as kind of central to the number.
Also, knowing your personas in who's going to.
Contact you is another element, so the data enrichment side just to what Molly's mentioned, we will as the team at struto help you create layers of enrichment to see if we can't root out who the key users are and who the key contacts would be that call.

You, but invariably if the same number comes in, you might be central to that number and then air cool register the most likely in that scenario we've we've seen that it's not quite round Robin. So it would go for probably the most recently engaged or the most high.
Engaged.
That's kind of the most likely alignment.
But I hope I've touched a little bit on your on your question there in terms of how we've seen it.
Ryan, do you want to jump in?

Ryan Waters 45:42
Yeah, just to have those quick things there, really HubSpot is doing quite a lot as well from formatting of phone numbers.
So ensuring that numbers are actually added correctly into the system from from the start, that can become a nightmare when you're doing integrate like data migrations and sometimes you need a bit of a clean up exercise.
Yep, those like to.
We like to sweat over those from time to time, but.
You got different ways of handling that as well, so it could be handled like in the import or equally.
Having things like the operations hub as well could be used for for auto formatting and things like that.

Molly (Guest) 46:16
No.

Ryan Waters 46:18
So trying to keep your data clean is is ideal and as they say, garbage in garbage out is definitely a problem.
But at the end of the day, there's lots of ways we can get around that and solve that problem. I would say from a data data consistency perspective, awesome.
Great.

Sean Fowles 46:37
See if we get. If we mark it in the end.

Nsovo Shimange 46:37

All right. Thanks so much.

Yeah, I just got one more question.

Sean Fowles 46:40

That's all.

Nsovo Shimange 46:41

What are the technical requirements for integrating air cool with Alexis HubSpot setting?

Molly (Guest) 46:49

I would say there aren't.

Sean Fowles 46:49

Anything that's Redmond.

Molly (Guest) 46:52

Yep. So in terms of, so there are two answers.

There's one that's technically required, and then there's another where it's semi required in the sense of getting value out of that integration.

So Aircall is compatible with all HubSpot licenses?

That said, to get as much value properly out of that joint solution, I would definitely recommend that air call.

You know that value comes alive for anyone with a HubSpot pro.

So sales or service Hub Pro plan, right?

So in terms of starting to build out those reports on HubSpot off the back of Ericall data in terms of building out these these automations through through air call data, I would say that's kind of where where that sweet spot is in terms of a joint solution, but.

Yeah, no other hard requirements, just scenario call getting set up on air call and being set up on HubSpot.

But I don't know.

Ryan and Sean, do you have anything to add to that point?

Sean Fowles 47:52

No, I think you you nailed it.

That's that's exactly the use case, and I think to your earlier point around immediate gains, this is the point, right?

So I think the reason that we wanted to have this webinar is that we've seen that there are immediate gains for this because of the low footprint on the team in getting to this, a lot of the solutions or the comparable solutions don't have that immediate gain foot.

So yeah, just batting you completely in money.

No problem.

I think we might give back to our host and see if there's any other questions.

Nsovo Shimange 48:21

Umm.

No, not currently.

Sean Fowles 48:25

And we've done a great job today, no problem.

Nsovo Shimange 48:28

Yeah.

Do enough.

Any final words, Sean?

And then I'll close it off.

Sean Fowles 48:34

No, perhaps just one quick note is just from a support perspective, just a note to give everybody HubSpot as some of you will know, 24 hour support accessible struto is in a support process as well.

So we can engage you on that as well. And Aircall has support as well.

So I think from a perspective of coverage, you are comprehensively covered in the solutions and I think you know that that is a lot of what customers are concerned about.

You know, we we try and eat our own food, as they say, and that's exactly what we do by using the same solutions that we try and position to our customers.

But yeah, I think very excited.

Please reach out to us and solve. You want to wrap us up?

Nsovo Shimange 49:15

Thing I think.

Thank you all for joining us.

Just a reminder, we've sent through the survey.

Please take 30 seconds to fill it out.

The Feedback's really important.

It's gonna help us improve and deliver better webinars to bus.

We appreciate you and we'll see you soon. Bye.

Sean Fowles 49:33

Thanks Alex.

Molly (Guest) 49:33

Thanks everyone.

Ryan Waters 49:34

Thanks everyone. Bye.

stopped transcription