

Talk the Talk: Master Customer Communication with HubSpot and Aircall Integration



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- Attendee lines are muted and cameras are turned off.
- Please feel free to use the "**Chat**" feature and the "**Q&A**" to submit questions.
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We hope you enjoy the webinar and find it valuable!

Your Hosts



Ryan Waters
Solutions Architect

Ryan Waters is the lead Solutions Architect at Struto and brings a wealth of technical and analytical expertise.



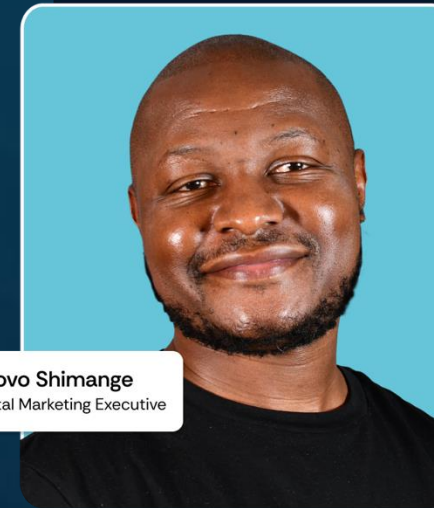
Sean Fowles
Head of Revenue &
Customer Success

Sean Fowles heads up Customer Success at Struto and brings a wealth of sales and technical implementation experience.



Molly Sunwoo
Senior Partner Manager at Aircall

Molly manages Aircall's partnership with the HubSpot ecosystem across the UKI & Nordics. She works closely with HubSpot & HubSpot partners.



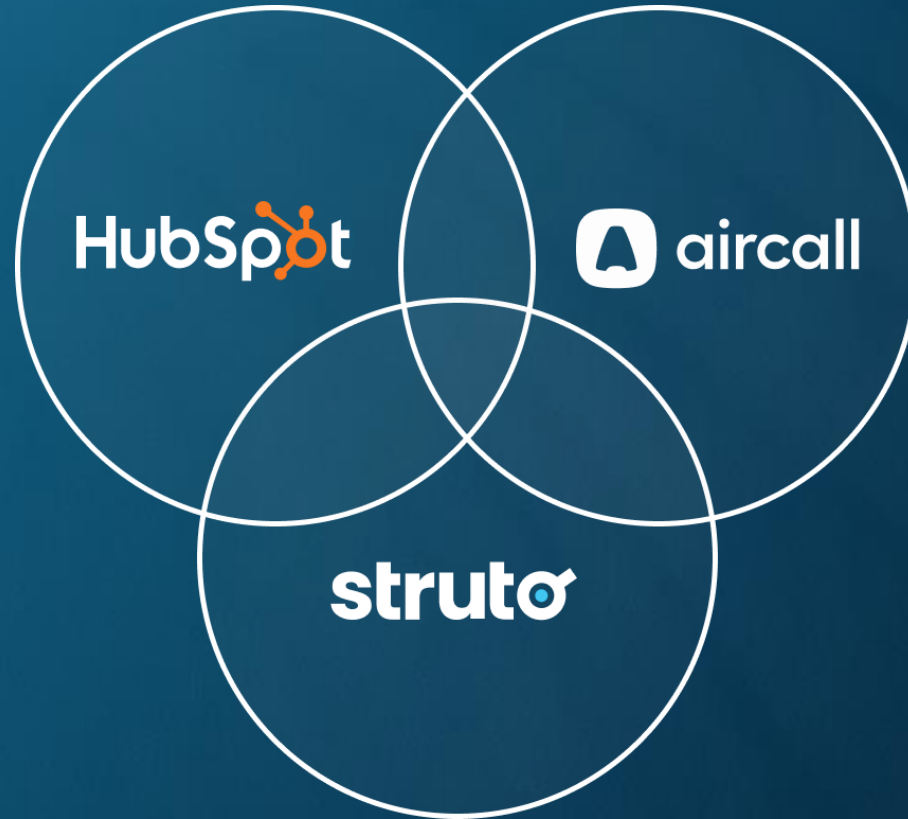
Nsovo Shimange
Digital Marketing Executive

Nsovo Shimange is a Digital Marketing Executive at Struto, where he focuses on driving impactful inbound marketing strategies.

Agenda

- The Aircall > HubSpot > Struto Synergy.
- Let's Talk the Talk: Telephony Pain Points.
- HubSpot to Aircall Integration.
- Use Cases & Benefits.
- Q&A

The Aircall, HubSpot & Struto Synergy



Let's Talk the Talk: Telephony Pain Points Affecting Sales Teams

28%

of sales reps' time spent actually selling.

71%

of sales reps report they spend too much time on data entry.

45%

of manual tasks performed by a support agent can be automated.

40%

productivity reduction from frequent task switching.

- Manual call logging drains productivity
- Fragmented customer data and siloed communications
- Lack of automation slows down operations
- Manual entry prone to human error

Telephony Pain Points Affecting Business Leaders

85%

of calls that go answered will not call back.

£30bn

annual loss of UK business revenue due to unanswered calls.

79%

of consumers say just one bad experience is enough to switch to a competitor.

60%

of unhappy clients will take their business elsewhere after poor service.

- Missed sales calls and customer frustration leads to lost revenue opportunities.
- Unanswered support calls translate to unhappy customers and higher churn risk.
- Poor service encourages customers to go elsewhere.

Telephony Pain Points Affecting Customers



- Lack of caller context and personalisation from no call logging / no integration.
- Disconnected phone systems create a fractured omnichannel experience.
- Lack of integration means the company fails to present one unified face to the customer.
- Experience gaps can hurt satisfaction scores (CSAT) and loyalty.

Telephony Pain Points Affecting Team Leads

27%

of sales leaders name training & development as their #1 challenge.

17%

increase in number of deals closed by effective sales coaching.

\$1tn

annual loss of revenue from poorly managed leads.

- Difficulties in training, coaching and quality assurance.
- Lack of time & resources prevent managers from coaching their team.
- Data inaccuracies and reporting errors.
- Duplicates and inconsistent records clutter the CRM, skew analytics and hinder decision-making.

Use Cases & Benefits

- **Use cases:**

- Call recording
- Transcription
- Integration features that enhance customer interaction

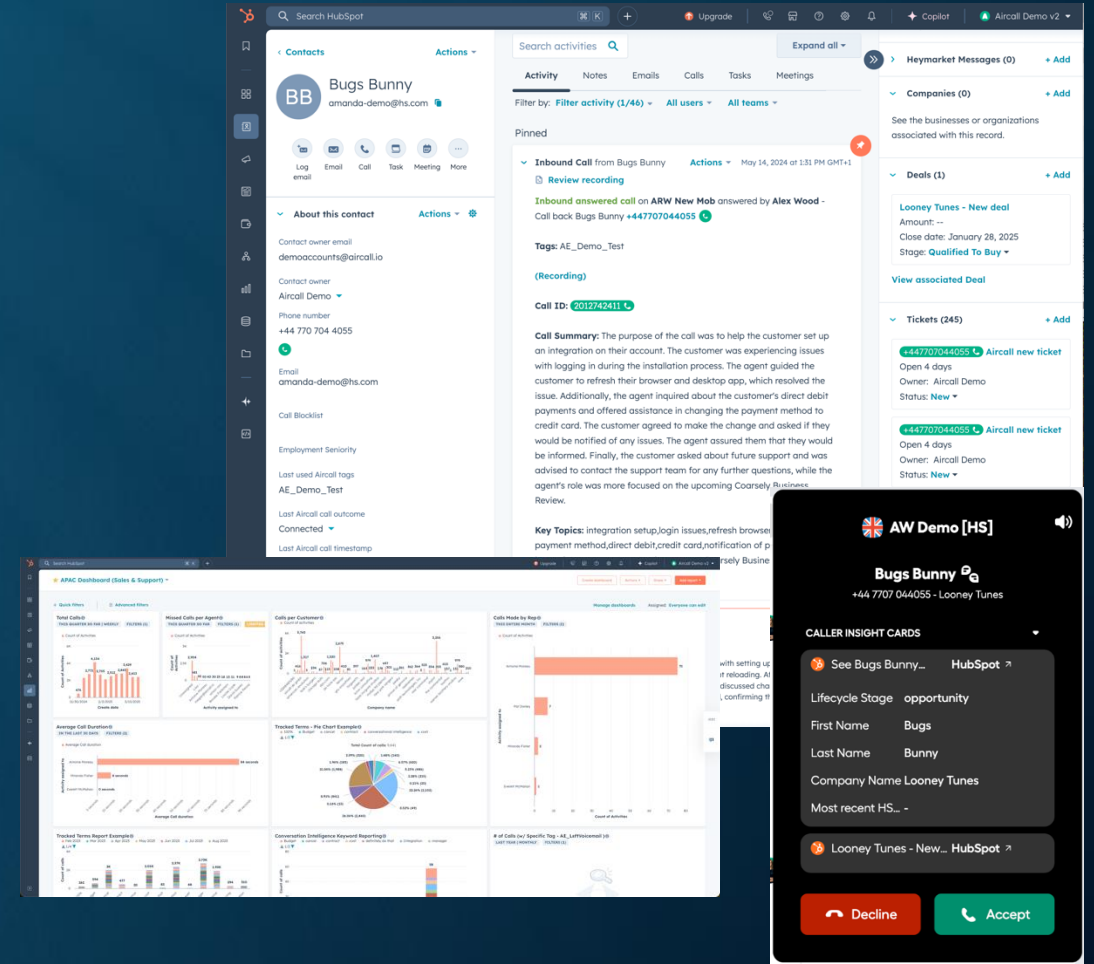
- **Unique benefits:**

- Omnipresence in communications across the customer lifecycle
- Data enrichment in HubSpot
- The capability of running automation triggered by customer calls



Solution: Immediate Gains

- Immediate customer context through customised Caller Insight Cards.
- Hours saved per week through Automatic Call Logging (Recording, Notes, AI Summary).
- Consistent activity tracking and full visibility into customer interactions.

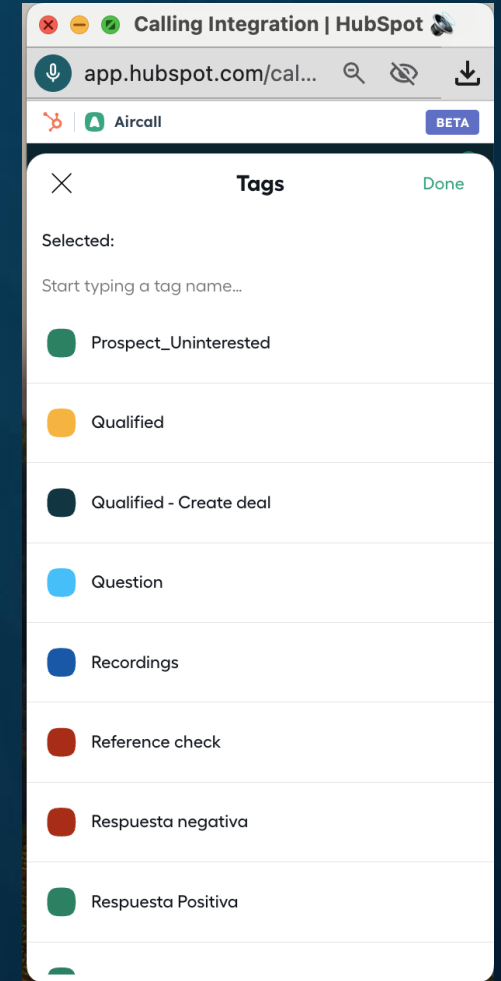


Solution: Building on Solid Foundations

- Automate post-call follow up tasks & CRM management.
- Customer Story – SaaS, Outbound Sales:
 - Sales team of 40 people, making 50 outbound calls per day.
 - Each call – 1 min of post-call follow up.
 - 200 minutes saved per day – 16 hours saved per week.



Automating Post-Call Follow Up



Q&A



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Solutions Architect

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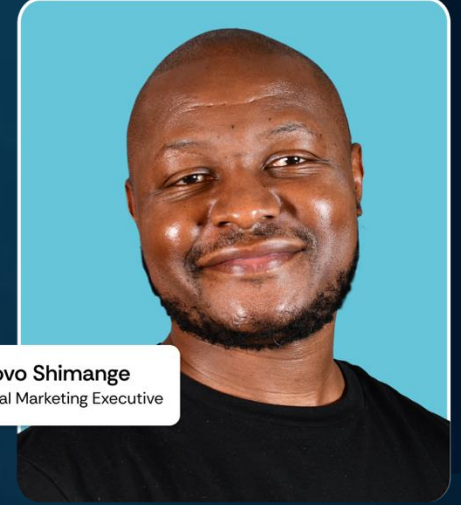
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Got questions? Let's talk

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