

A close-up photograph of a hand holding a thick, orange-colored metal chain link. The hand is positioned in the center-left, with fingers wrapped around the link. The background is dark and out of focus, showing a person's arm and a watch.

# CUSTOMER RELATIONSHIPS

## Maximise every customer interaction with Value Storytelling

Deliver the **most relevant insights** in the most impactful way.

The best partners earn customer loyalty through the consistent delivery of value to them and their business. According to Gartner a trusted partner relationship can see an increase in spend of 86%<sup>1</sup>, an amazing statistic shining a light on the commercial significance of achieving heightened status

To elevate your relationship with customer's you must identify what is really important to them, and how you provide value in line with their objective. When you see things through your customer's lens you can drive insight that's relevant and more likely to result in better outcomes.

**How can you discover and communicate meaningful insights that are aligned perfectly with your customer's perception of value?**



Hublsoft are thought leaders in the concept of Value Storytelling, and how you apply it within practical operational situations. It requires a combination of technology and method, to deliver the most precise and effective message, and achieve the desired result. For value storytelling, you need to:

- 1. Understand your customer's definition of value**  
Don't assume, every business is different. Asking the right questions is critical to ensure you understand what's important
- 2. Be clear about your objective**  
Use what you know about your customer to plan out the objective of this particular interaction. For example, are you:
  - a. Responding to a challenge or negative situation?
  - b. Creating awareness of positive performance?
  - c. Positioning a new opportunity?
- 3. Build your evidence**  
Identify the data points that address this objective. Explore the evidence and how best to assemble the visuals, placing care and attention to simplicity and flow.
- 4. Construct your narrative**  
A value story is not a report. Keep it high level, 3 or 4 key points, that form a coherent flow towards your main objective. Make it short and actionable.
- 5. Execution**  
The setup and follow on stages of the interaction are of equal importance to the content you've prepared and the story you're going to tell.

86%

increase in spend  
when using the  
value narrative  
framework<sup>1</sup>

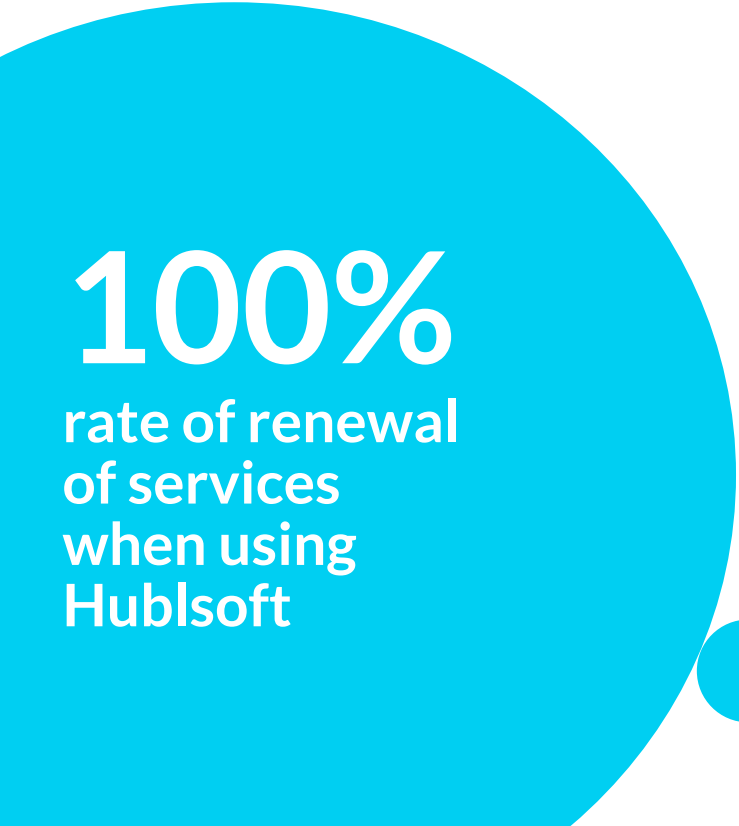
**“No other technology supports dynamic customer interactions in quite the same way. It provides instant answers, consistently and at scale across our customer base. This drives massive efficiencies into the value narrative process.”**

**Global Technology Service Provider**



**“This technology is game-changing. It directly impacts the things our customers’ care about ...”**

Account Delivery Executive  
Global Technology Service Provider



**100%**  
rate of renewal  
of services  
when using  
Hublsoft

Our technology has been used by some of the worlds largest IT Service Providers to support powerful customer interactions with a number of the worlds most influential companies. Since implementing Hublsoft our customers’ have seen:

- **An amazing 100% rate of renewals.**
- **80% of customers’ reporting stability and operational efficiency improvements.**
- **A dramatic increase in additional revenue, generated from recommendations created using our product.**
- **A huge improvement in customer satisfaction and engagement.**

We have moved away from ineffective, one-way data presentations. The future of data interactions is engaging, dialogue-based, and high value.

Join us, and be part of the shift.



# Discover More

Empowering you to create value led customer interactions is just one of the many ways that our technology can support your organization.

To unlock the full power of your data get in touch today:

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