

# Client Spotlight



## SITUATION

HubSpot's scaled Customer Success team, including Customer Success Managers (CSMs) and Contract Managers (CMs) across four continents, was charged with driving usage, renewals, retention, and customer service. It's a role that requires influence without authority: getting customers to engage, adopt, and renew, often with contacts who are hard to reach and resistant to anything that feels like a sales conversation. Delivering on that mandate consistently across regions and roles required greater alignment in how teams approached customer conversations.

## SOLUTION

HubSpot partnered with ASLAN for a comprehensive, global transformation, investing in executive alignment, manager-led coaching, and role-specific programming at every level:

- **Other-Centered® Success:** ASLAN built two customized programs, one for Contract Managers focused on retention, and one for Customer Success Managers focused on growth. Each gave its audience a practical, consultative framework tailored to HubSpot's brand and the realities of the role.
- **Catalyst™:** Equipped managers with workshops, coaching certifications, and reinforcement sessions to lead behavior change and build lasting accountability across the team.
- **Reinforcement:** AI-powered tools extended the learning beyond the classroom, keeping capabilities sharp and driving continued transformation.
- **Assessment & Customization:** ASLAN used Gong Scorecards to analyze capabilities by role upfront, ensuring the programs addressed real gaps, not assumptions.

The rollout spanned multiple workshops over two months across four continents. It was delivered in multiple languages using a blended approach of virtual and in-person sessions. Together, these coordinated programs built a unified, high-performing culture where every role contributes to consistent, relationship-driven growth.

## RESULTS

# 83

Participant Net Promoter Score (NPS)

# 27%

Improvement in Key Capabilities

# 41%

More Quality Customer Conversations

# 42%

More Customers Retained

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*Honestly was one of the best trainings I've ever had. It was super engaging, applicable to our specific role, and created a tremendous shift in our thought process.*

– Senior Manager, Hubspot

