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Customer health scores are a helpful tool to monitor your customer base, track customers who could be at risk of churning, or identify customers who are ready to upgrade or could be a promoter. They are a cornerstone for many customer success teams to prioritize and plan their customer outreach.

As previewed in the Spring Spotlight, HubSpot is working on a customer health score builder. It is not yet broadly available and is still being tested, however we wanted to share some more information about how the tool will work.

What objects can be scored?

Only the company object can be scored as part of the customer health score for now.

How is the score created? What goes into the score?

A user with a Service Hub Pro or Enterprise seat and the *Customer Success Workspace* permission will be able to create a customer health score in the Customer Success Workspace.

Customers will be able to score based on:

- Properties that those companies themselves have or their associated objects, including Contacts, Deals, Tickets and Custom Objects
- Events their associated contacts have performed. Specific events:
 - Ad interactions
 - Email sent/bounced/delivered/opened/reply/clicked link
 - Updated email subscription status
 - Form view/interaction/submission/pop-up view
 - Meeting Booked/outcome changed
 - Document shared with contact/viewed/finished viewing
 - Contact enrolled in a sequence
 - Contact unenrolled from sequence/unenrolled manually/unenrolled via workflow
 - Sequence step executed/Sequence finished
 - Contact booked meeting through a sequence
 - CTA click/view (legacy + beta)

- HubSpot hosted web page visited
- Marketing event attended/canceled/registered
- Media played
- Outbound message sends/delivered/opens/failure
- Payment initiated/succeeded/failed
- Payment refund initiated/succeeded/failed
- Sales email sends/opens/clicks/replies
- Call started/ended
- Short message sent/failed/dropped/delivered
- Workflow enrollment/unenrollment/achieved goal
- Custom events (previously known as custom behavioral events)
- V3 Timeline API Events

Properties and events can cause a score to go up or down and event inputs can be set to have their impact on the score decay over time.

Scores will range from 0 - 100 points and customers will be able to set the threshold for when a score moves between statuses i.e. neutral → healthy.

How many score profiles can I create?

For now, customers will be limited to one customer health score but this may change in the future.

How can I use the score?

Customer health score will create two company properties, health score and health status. Both of these properties can be used normally in workflows, lists, reporting, ec.

What about score history?

Users with a Service Hub Pro or Enterprise seat will be able to see the customer health score history over time along with a table of the events that caused the score to change. There will also be a health score card on the company record that shows the amount and direction of the most recent change in the health score.

When will customer health scores be available?

We expect that the ability to build customer health scores will be in public beta by the end of July. This is not a guarantee and is subject to change. The first feature to be in beta will be the health score builder. The visualization of score history may not be available in July but will come soon after the health score builder becomes available.