

Customer Code: Creating a Company Customers Love (PRESENTATION)

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Customers are a bigger influence on your growth than marketing or sales alone could ever be. But too often, companies ignore or even mistreat their customers – trading their loyalty for short-term gains.

[Hubspot](#) wanted to know what customers in the modern world really want and expect from companies. What makes for a delightful customer experience? We asked thousands of them and compiled their responses into a new north star for our company. We call it: Customer Code.

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