

REINVENTING
SALES
THROUGH
GREATER
CONNECTIVITY



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The gradual expansion of B2B companies on digital platforms herald greater inclusion of mobile devices as a crucial touchpoint for connecting with customers

Today, B2B journeys are becoming more complex with the inclusion of multiple touchpoints. The customer journeys, too, do not follow a linear path either. Over 60% of B2B transactions commence online, and more than half of the customers use social media for market research. Consumers who are tech-savvy use mobile devices to do research, contact sales representatives to negotiate prices, and buy products online and pick up the purchased item in-store. Customers have come to expect the shifting between both online and offline channels to be hassle-free and smooth.

The fact that leaders in the B2B space are recognizing this changing trend is evident in the reports of a survey that showed that almost half of the companies in consideration agree that a solid Omni channel strategy would be instrumental in attracting new clients will help them differentiate themselves and capture new clients. Not surprisingly, a majority of them have already taken steps to merge their physical and online channels to cater to customers across transactions.



MOBILE MISUNDERSTOOD

In an era of data and artificial intelligence, mature B2B companies are leveraging the two to improve the Omni channel experience. Businesses are actively analyzing the preferences of their customer base through data collected from the interactions a customer has with sales reps, physical stores and online channels. This practice has proved to be advantageous to make customer experiences more adaptive, reliable and individualized at every touchpoint.

Although mobile phones are one of those devices that have become inseparable from us, B2B companies have been relatively slow to see it as an important platform to connect with customers and extend their channels of sale. 42% of respondents of research confessed their mobile strategy involved nothing beyond a responsive web experience. For another 32%, the use of mobile to increase the reach of their business did not include dedicated apps and depended on their web channels instead. Their services and links are accessed through a standard web browser when opened on mobile. Since B2B products and services can be complicated a device with limited capabilities, it is no surprise that 9% of the companies surveyed lacked a mobile strategy altogether. Additionally, mobile has taken a backseat when compared with the importance of client relationships. Trends are gradually changing with B2B leaders recognizing mobile as a crucial part of the path to digitization and offering holistic customer experience. A holistic experience would include services as basic as app notifications for automated replenishment or something more complex such as AR to support replacement part ordering and installation. B2B companies will organically embrace the mobile platform as they steadily mature and expand their online presence.
