GROWING YOUR BUSINESS WITH B2B SELF-SERVICE

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Investing in B2B self-service can bring big benefits both to B2B businesses and their customers. According to a survey of over 3,500 B2B buyers, McKinsey found that roughly two out of three companies prefer either digital self-service or remote human interactions. What's more, the B2B International research group reports that **80% of all interactions between buyers and sellers will take place in digital channels by 2025.**

B2B self-service is also an important part of a company's strategy to maintain good relationships with its customers. When a company has a good understanding of the needs of its clients, it can provide excellent services. There are several things that should be considered when making decisions about the implementation of a B2B self-service solution.
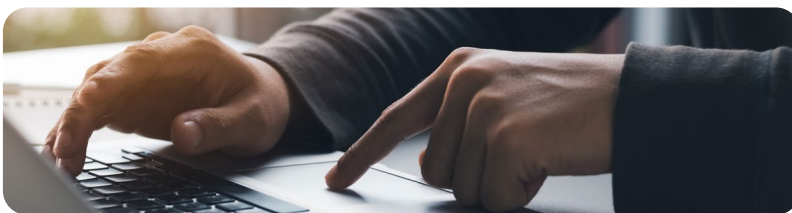
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WHY B2B SELF-SERVICE MATTERS

B2B self-service is important to companies because it allows them to streamline their processes and cut back on their administrative burdens. Effective self-service solutions offer an easy way for customers to get answers to their questions, and companies can spend more time on addressing complex customer needs. Self-service and visual commerce platforms also improve customer satisfaction.

Today's buyers expect to receive basic product information online before talking to a sales rep. One self-service portal benefit is that it can simplify the sales process and increase the chances of closing a deal. These tools can also boost brand awareness and forge lasting customer relationships.

Unlike B2C, B2B customer service involves several people on cross-functional teams. In addition, customers expect to have their questions answered on a timely basis. If a B2B company has a website with a self-service solution, customers can go there to submit an inquiry or request a quote. However, some customers might need to talk to a human, such as for account management information. As B2B buyers are digitally-savvy, they expect a streamlined buying experience. The best reimagined journeys move between improved offline interactions and digital self-service.

The right e-Commerce platform can offer a complete B2B self-service solution. From a simple interface to request a proposal online to a scalable purchase experience, these B2B products and services can help you grow your business and meet B2B customer expectations.

Investing in B2B self-service portals can increase your customers' satisfaction and sales. Creating a user-friendly portal that serves different users' roles independently is a great way to ensure your B2B customer's experience is a positive one. It can also help your company maintain internal processes.

NEXT-GEN CAPABILITIES

Self-service capabilities are becoming more important in B2B client services, as customers want to be able to handle their buying processes on their own.

For example, a buyer might want to add products to a catalog, order quantity, and view their purchase history. Having the ability to do these tasks can free up service staff for other duties. But this can be more than just lists or text. As companies look to sell more complex products online, the ability to provide a richer visual experience, or visual commerce, is key to helping users through the self-service journey. Providing simple to understand 2-D models of the products you are trying to sell is a great start for making it easier to understand, for example, a part that needs to be re-ordered.

As more and more customers look to online shopping, utilizing visual commerce is critical to helping potential buyers see your products in an online space. There are 3-D visualization tools in the market that integrate with online configuration tools and provide a much richer and more intuitive self-service user experience. Building a library of 3-D models is a great way to show configured items and lets users interact with the model and see the impact of selections they make in real time.

To make it easier for customers, many B2B companies have implemented customer portals. Some have even built apps for their customers. These options can offer a quick and convenient interface to request a proposal or an invoice, or to download files.

According to a study by McKinsey in 2022, **"Equipping sales with next-generation capabilities takes effort, but the payoff is significant. Top-quartile teams can deliver four to five times higher sales growth than bottom-quartile players."**

B2B CUSTOMERS EXPECTATIONS

In B2B commerce, self-service customers expect a number of things. For instance, they want access to information on their orders and to check the status of their deliveries. They also want fast, reliable service. If the experience isn't good, they'll seek out competitors.

In order to deliver a great customer experience, B2B organizations must keep track of current customer trends and offer the right solutions. One example is using peer-to-peer support groups to improve customer service.

Another example is investing in digital, self-service commerce tools to boost customer relationships. Developing a website that appeals directly to the buyer is a necessity.

Digital self-service options are a boon for companies that sell to a diverse array of buyers. This is especially true of businesses that sell nonessential products. Having a self-service option available increases the chances of upselling and cross-selling.

However, not all customer experiences are created equal. As a result, B2B organizations must learn to provide the right level of customer self-service benefits as they scale.

The best B2B customer experiences will be those that are relevant to the buyer's business needs. A well-thought-out approach can create a long-term relationship. And it will allow the company to earn new market share.

The right self-service solution will likely have several components, and they should be streamlined to avoid clutter and provide the customer with an easy experience. Examples of streamlined processes include allowing customers to access information quickly and easily, and automating credit checks and order status updates.

Other examples include providing financing options and offering real value. Customers will spend more money when they have a positive purchasing experience.

Finally, B2B self-service customers are looking for convenience. They don't want to wait on hold for hours or be forced to fill out complicated order forms. Fortunately, technology has made this possible. Streamlining processes and automating customer-facing processes will increase efficiency.

Customer experience is essential to the success of any B2B business. To improve it, organizations must listen to customers, respond to their needs, and act promptly. By offering a positive online experience, a company can gain a competitive advantage over its competitors.

HOW PIERCE WASHINGTON CAN HELP

According to a 2022 study by Mckinsey, globally, 62 percent of B2B decision makers are now willing to spend $50,000 or more in online purchases—and one in five would spend more than $500,000.

Pierce Washington provides services to clients to help them sell via the web. They do this by helping them better quote through the web. Pierce Washington helps to automate price agreement negotiations and allows customers to request quotes online.

The company also offers a Virtual Plus plan for employees of small businesses. These plans provide access to the service within three to five business days. With the help of the company, small business employees can get access to the services they need to run their business.

PIERCE WASHINGTON