

Moving B2B Business Online

What Organizations Should Know

High performance. Delivered.

Accenture Interactive surveyed 50 senior-level digital and eCommerce professionals at large B2B organizations (revenues at \$500 million plus) in order to better understand the tactics most effective in shifting customers to purchase online, and the impact digital is making on their business success.

THE CURRENT STATE OF B2B ECOMMERCE BUYING

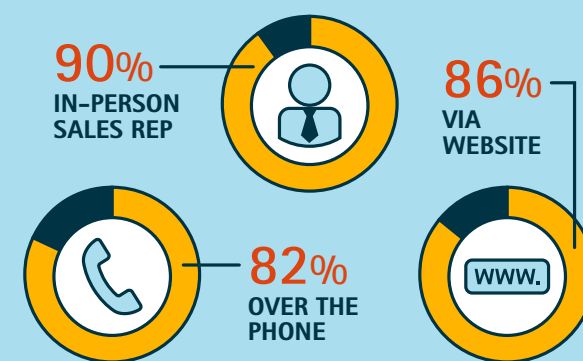


What Percent of B2B Revenue is Received Online?

B2B is still lagging in driving revenue from digital commerce.

Half (50%) of those surveyed said their organizations receive less than 10 percent of their revenue from online sales.

Only 19 percent say that online sales account for more than half of their revenue.



How Customers Engage: Top 3 Purchasing Channels Available to B2B Buyers

Many B2B firms struggle to capture revenue from their websites even though they are one of the top channels available to buyers – second only to dealing with an in-person sales representative.



Top 3 Barriers to Driving More Online Sales

Resistance to moving the sales process online is accountable to both parties, the customer and the sales organization.

- Long term customers reluctant to change - 64%
- Customers don't consistently use online buying options - 54%
- Sales organizations are resistant to driving customers online; Organizations are unprepared to support online sales - 42%

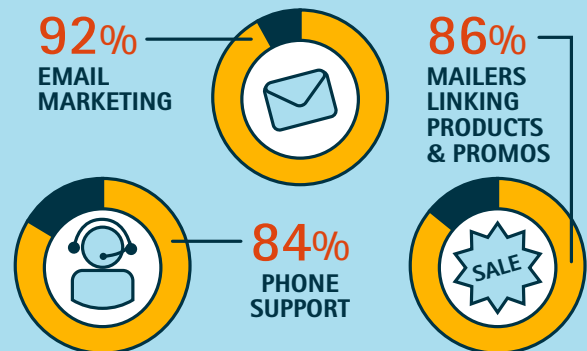
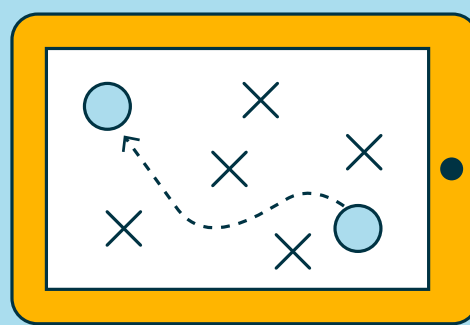


The Correlation Between Resistance to Change x eCommerce Maturity

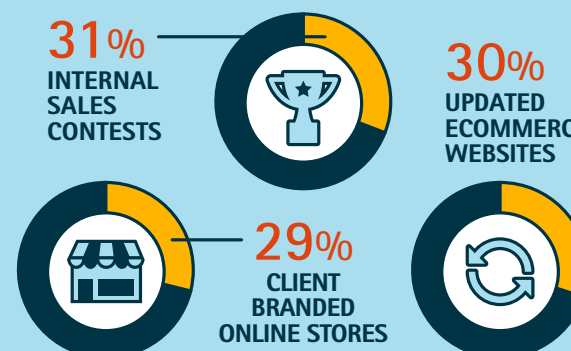
The less time a B2B organization has devoted to eCommerce, the more likely it is to struggle with resistance to change from customers, sales teams and executive leadership.

- Sales teams and the executive management at lagging firms are almost 3x as resistant to change as digital-first firms.
- Customers of lagging firms are 2x as resistant to change as digital-first firms in the adoption of eCommerce.
- More than 1/2 of the digital-first firms' customers buy online, more than 2x the customers that do at lagging firms and more than 5x that of customers at mid-maturity firms, proving the payoff in pushing customers online sooner than later.

THE TOP TACTICS FOR MAKING DIGITAL COMMERCE #1 FOR B2B



Top 3 Tactics Organizations Currently Use to Promote eCommerce

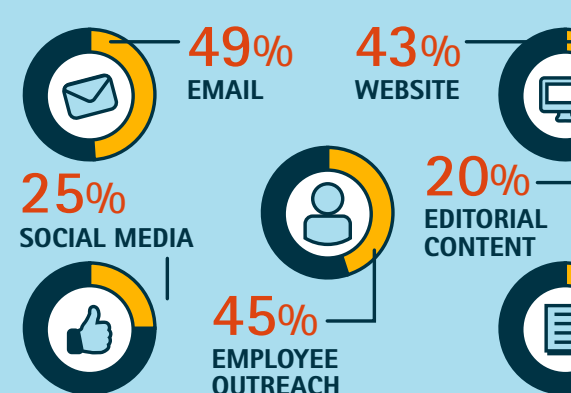


Top 3 Tactics Organizations Plan to Implement in the Next Two Years



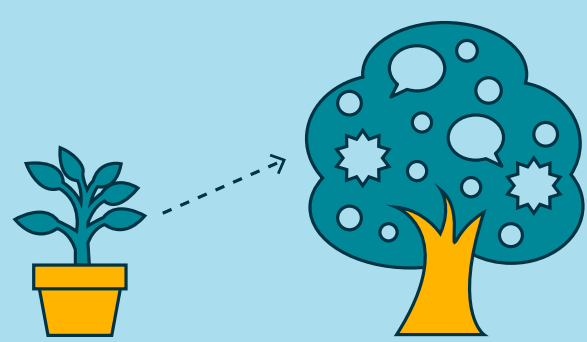
The 3 Tactics Organizations Plan to Avoid

There are a few tactics that B2B organizations overwhelmingly do not plan to pursue, particularly those that could interfere with profitability.



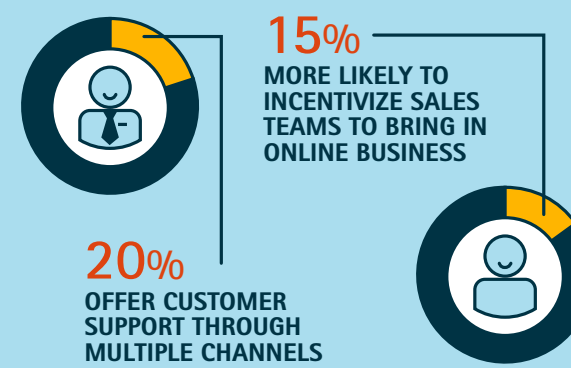
The 5 Most Successful Channels for Driving Customer Engagement Online

FOLLOW THE LEADER: WHAT THE MOST SUCCESSFUL B2B FIRMS ARE DOING TO PROMOTE ECOMMERCE



Top eCommerce Tactics Used Based on Firms' Digital Maturity

The more mature a B2B firm's eCommerce strategy is, the more likely it is to rely on specific tactics such as online-only discounts, online and client-branded online stores.



Great Customer Support, Incentivized Sales Teams

- Happier Sales Teams
 - Happier Customers
- Firms that generate a significant portion of their revenues that more than 20 percent of online sales tend to offer customer support through multiple channels (by a jump of about 20 percent).
- These organizations are also about 15% more likely to incentivize sales teams to bring in online business.