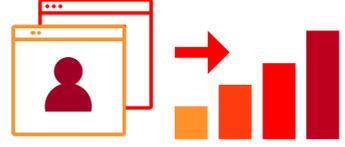


MAKE MUSIC, NOT NOISE

**ACHIEVE CONNECTED
GROWTH WITH ECOSYSTEM
ORCHESTRATION**

PERSONALIZED CUSTOMER EXPERIENCES DRIVE LOYALTY AND GROWTH.



Unfortunately, Business-to-Business companies have struggled to evolve their CX at the pace of digital innovation.



THE SHIFT FROM TRADITIONAL TO DIGITAL SALES CHANNELS HAS:

- Increased the complexity of customer buying journeys
- Frayed the connections of partner networks

THE NEW CUSTOMER JOURNEY IS MORE DIGITAL, LESS HUMAN.

More than

90%

of customers never respond to cold outreach

61%

of B2B transactions start online

58%

use social media as a research channel

21%

Still, B2B customers expect the same level of hyper-personalized service they receive in B2C channels. But only 21% have total control over their company's sales networks and overall CX.

THE DIGITAL SALES NETWORK REVOLUTION: INCREASED RELIANCE ON PARTNER CHANNELS

97%

of B2B sales and customer service executives say that indirect sales channels are critical to their business

25%

External parties influenced more than 25% of the company's yearly revenue

75%

of B2B leaders believe channel partners will have more responsibility in driving CX in the next two years

The result is an alarming new business trend:



THE BIGGEST PROBLEM? A FAILURE TO COMMUNICATE

84%

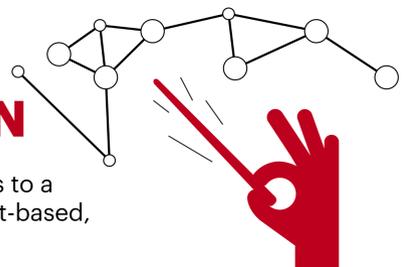
of B2B leaders do not have clear visibility into their partners' opportunity pipelines

57%

Most customers complete 57% of the buying process before engaging with a company representative

The old customer experience approach is broken.

THE NEW SOLUTION – ECOSYSTEM ORCHESTRATION



Leading B2B companies are pivoting from traditional sales process to a model of sharing information, insights, and influence across a trust-based, collaborative partner network.

By utilizing ecosystem orchestration a leading technology manufacturer:

- Coordinated their indirect channels' efforts
- Improved customer experience
- Boosted sales by 4.9%

THE CHOICE FOR B2B COMPANIES IS CLEAR

X Continue providing poor CX through legacy sales models

Or

✓ Deploy ecosystem orchestration to harmonize customer experience

“ **French B2B leaders know that customer experience is the gateway to growth and have increasingly relied on channel partners to help them deliver. But many have been flying blind.** ”

Fabrice Marque, Managing Director - Advanced Customer Strategy, Accenture Strategy

Find out how B2B organizations are adopting an ecosystem mindset to unlock connected growth at www.accenture.com/B2BCX

Join the conversation at @accenturestrat #B2B #CX