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DRIVE PROFITABLE GROWTH AS AN INTELLIGENT B2B ENTERPRISE

accenture

DRIVE B2B SALES GROWTH

The B2B market represents the largest opportunity for Communications, Media and Technology (CMT) companies. Profitable growth is dependent on becoming an Intelligent Enterprise. To capture this growth opportunity, companies must focus on leveraging human-AI collaboration to achieve

3 PRIORITIES:

ENGAGE CUSTOMERS

EMPOWER CUSTOMER-FACING TEAMS

EXPAND INTO DIGITAL

ENGAGE
CUSTOMERS

Focus relentlessly on differentiating the sales and service experience by putting the voice of the customer at the organization's heart.

High performing B2B companies today use analytics and insights to provide a better experience for their customers. Those who pivot towards digital not only perfect personalized experience, but engage customers further by providing them with the products and services which allow them to understand more about their own operations for added value.

80% say customer experience is a strategic priority yet **LESS THAN 25%** excel at it

ONLY 21% of sales and customer service executives say they have total control over their customer experience

< INTRO ENGAGE EMPOWER EXPAND ROTATE >

DELIVER A CONSISTENT SALES EXPERIENCE, REGARDLESS OF WHICH CHANNEL THE CUSTOMER USES

In this world, lengthy procurement processes are on the wane and generic product overview presentations are no longer sufficient. CMT sales teams need a much more personalized approach. They have to listen to and understand the voice of each customer, measure their sentiment, and track and analyze how they engage across every channel. The objective? When they meet them for the first time, they already know all about their challenges and requirements.

Buyers today are much more educated and connected. And their expectations for a connected experience are rising. They routinely engage across multiple channels: for example, B2B buyers search online, read research papers, watch demos on YouTube, download SaaS trial platforms and share experiences with other service users. A top priority for CMT companies must be to deliver a consistent sales experience, regardless of which channel the customer uses.

EMPOWER
CUSTOMER-FACING TEAMS

Less than 1/3 of customer facing personnel have the resource to deliver on the customer experience

Use advanced analytics at the core, augmenting the knowledge of customer facing teams, to harness valuable customer data that focuses sales efforts, modifies sales behaviors and grows revenues

It is a dynamic time for B2B sales. Customer needs, new technologies, sales skills and communications channels are all in flux. With an average of 7 customers influencing the B2B buying decisions, and customers often 57% through the buying process before interacting with a sales executive, the challenges facing B2B organizations are significant...but so are the opportunities.

Today, customer facing teams need to have the correct behaviors and characteristics, enhanced

through coaching and best sales practices to serve B2B customers. However, those pivoting towards digital will create human-AI collaboration, freeing up customer facing teams to focus on high value tasks by automating tedious and repetitive activities and empowering them through the knowledge generated by digital analytics and insights, augmenting desired behaviours through digital collaboration

Sales productivity continues to decline 14% IN 5 YEARS

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ANALYTICS CAN BE USED TO PROVIDE A FAR RICHER VIEW OF SALES TEAMS THAN EVER BEFORE

Advanced analytics delivers must-have capabilities across two dimensions. First, it helps sales teams to achieve results in a crowded purchasing environment, enabling automated marketing campaigns and propensity modeling, as well as automated forecasting that intelligently allocates people and activities and optimizes pricing configurations.

Second, it supports development of new sales models that reward strategic sales and accelerate the growth of specialist skill sets. By using the data generated by their day-to-day activities, analytics can be used to provide a far richer view of sales teams than ever before. This could mean helping companies to accurately understand the profile of a high-margin digital seller, and using this intelligence to shape the end-to-end employee experience—from recruitment to compensation—to drive results. Meanwhile, machine learning can be used to identify the true sales capabilities of team members and isolate areas for immediate improvement, which can then be addressed through insight-led, real-time coaching.

LESS THAN 1/3 have the skills to deliver on the customer experience

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EXPAND
INTO DIGITAL

81% of company executives believe within 2 years, AI will work next to humans

Leverage digital technologies to develop new business models and empower sales teams to drive higher-value strategic sales, pivoting to the new, whilst maintaining the core.

CMT companies are facing a period of massive disruption. Growth rates for many of the core product categories have been flat or negative, and B2B incumbents are losing market share to internet platform players who are digital natives.

Industry leaders must urgently transform their business by rotating to new 'as-a-service' solutions and solutions-based business models. To provide the fuel needed, the historic core business must be dramatically restructured.

Tooling and technology is essential in today's world to efficiently sell to and serve customers. AI and Machine Learning are providing companies with new tools for automation as well as augmented insights and 'intelligent' offerings. However, the greatest business benefits are realized when technology and humans work in a collaborative way, and the evolution in digital technology will create an increased need for companies to recruit and cultivate technical skills ensuring their ability to continuously innovate as an Intelligent Enterprise. This will provide the experience that are best in class for the complexity of the B2B journeys.

70% of executives say AI will revolutionize customer interactions

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EMPOWER SALES TEAMS TO FOCUS ON HIGH-VALUE STRATEGIC SALES

With machines like chatbots and digital assistants handling high-volume, low-value transactions, rapidly and at low cost, sales teams will be empowered to focus on high-value strategic sales. Through this approach, significant reductions in cost per sale can be achieved, with the time spent on sales administration cut by up to 60%. Cost savings achieved through digital in back-end marketing and sales operations can be reinvested in in-year growth initiatives.

With the time spent on sales administration cut by UP TO 60% significant reductions in cost per sale can be achieved.

Digital technologies can also be used to deploy/ refresh new digital channels to market. To reach customers ahead of the competition, CMT companies should optimize their search-engine marketing activities. And once customers have arrived at their website, they should be engaged through a memorable experience.

CMT companies' B2B online stores have to stand out from the crowd. This means transforming them into easy, memorable places to buy offerings that are tightly aligned to marketing campaigns and sales activities. Marketing automation linked to machine-based decisioning can be used to make targeted offers, including dynamic and personalized landing pages.

ROTATE TO THE NEW

Digital B2B sales opportunity—NOW

Up to 20% B2B sales growth is within reach. To realize this promise, CMT companies must focus on three key priorities:

- **ENGAGE CUSTOMERS,**
- **EMPOWER CUSTOMER-FACING TEAMS**
- **EXPAND INTO DIGITAL.**

The B2B marketplace is evolving faster than ever. In a challenging environment where changing customer needs, need technologies and complex communication channels demand new sales skill, incumbents are being threatened by digital natives who know how to meet customer expectations.

The key to success and profitable growth? Companies need to both **maintain the core** capabilities and functions that allow them to operate efficiently, as well as **pivot to 'collaborative intelligence'** becoming an intelligent enterprise, re-defining the customer experience

KEY IMPERATIVES
ENGAGE CUSTOMERS

MAINTAINING THE CORE:

- **Data cleanse and integrity management** to keep your company's source data—key for access to accurate and meaningful insights which drive personalization—clean and complete

- **Continuous optimization of customer journeys** based on ongoing feedback and analytics

- **Self-service** customer portals with seamless efficiency

PIVOTING TO DIGITAL:

- Establish a 360 degree **'Golden Record' view of the customer** that pulls on data captures across all applications and functions and that feeds into AI and machine learning tools

- Implement **digital assistants and chat bots** for engagement and interaction channels

<   INTRO   ENGAGE   EMPOWER   EXPAND   ROTATE   >

KEY IMPERATIVES
EMPOWER CUSTOMER-FACING TEAMS

MAINTAINING THE CORE:

- **Target Operating Model** definition for best practice organization charts and RACIs

- In built **best practice process definition** and effort reduction within workflows

- **Sales talent assessment** and culture profiling enforced through coaching/recruitment programmes and tools to enforce winning behaviors

- Pipeline and opportunity management enhancements with **deal analytics**

PIVOTING TO DIGITAL:

- **Performance analytics** to determine winning behaviors

- Augmentation of the customer facing team for **desired sales behaviors**

- **Digital Assistants** to provide an extra pair of hands, with machine learning to ensuring relevant and useful insights are provided to the customer facing team

- **Smart decisioning tools** to proactively kick off automated work flows

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KEY IMPERATIVES
EXPAND INTO DIGITAL

MAINTAINING THE CORE:

- Enable **digital channels** for a seamless omni-channel experience

- Efficient and reliable **back-office engine** with automated processes and workflows to reduce manual intervention

PIVOTING TO DIGITAL:

- Intelligent, pro-active **omni-channel experience**

- Insight driven **back-office decision making**

- Blockchain **smart contracts, billing and ledgers**

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ACCENTURE CAN HELP DELIVER TANGIBLE RESULTS, AT SPEED

Grow revenues by up to **20%**

Cut operating costs by as much as **40%**

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