



High performance. Delivered.

Managing the B2B  
Customer Experience:  
Do Enough to Make an Impact  
or Don't Bother Doing It at All

Only 23% of B2B companies achieve strong returns on their customer experience investments. And almost as many – 20% – generate low or no return.

That means the majority – 57% – are surviving, but not exactly thriving. How can you be more like the leaders and set your experiences apart?

First, **start from the back to get to the front**. Service is no longer just a separate, final phase of the customer lifecycle. Leaders do things differently by using service to offer outcomes instead of just products, proactively fix problems, and generate sales.

Second, **overinvest in traditional capabilities**. For today's non-stop customer, traditional offline channels such as contact centers and field service are as critical as ever.

And third, **over-invest in digital capabilities**. Companies with the highest returns on their customer experience investments have the highest confidence in digital impact – and show it through bold, strategic moves.

Learn more about how a robust B2B customer experience can drive growth with our full report:

[Managing the B2B Customer Experience: Do Enough to Make an Impact or Don't Bother Doing It at All](#)

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