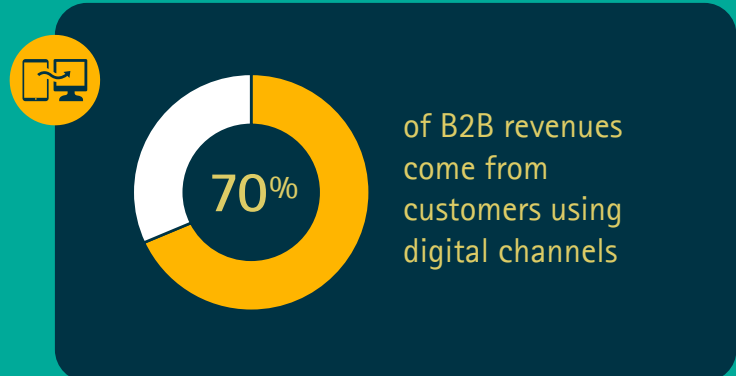
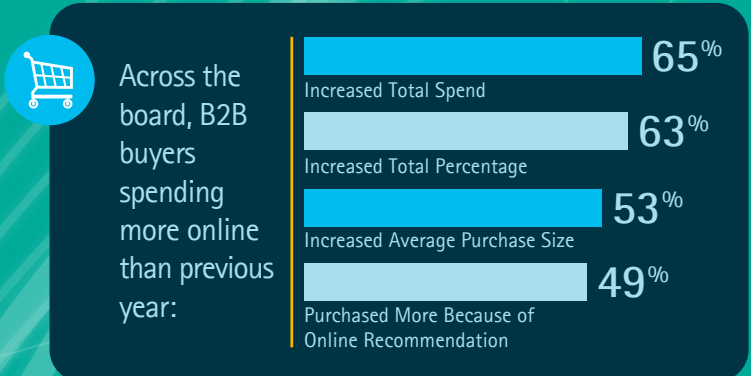


Mastering Omni-Channel B2B Customer Engagement

B2B buyers expect B2C-like personalized experiences, but most B2B sellers struggle with weaving together all their existing channels to create an engaging seamless omni-channel B2B customer experience, according to new research* from Accenture Interactive and SAP hybris.

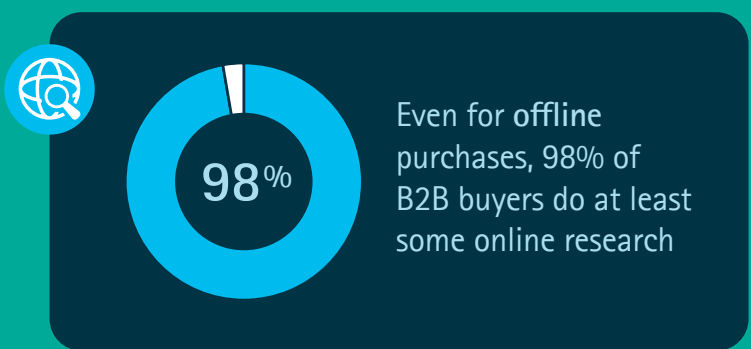
B2B Buyers are rapidly embracing digital with high expectations for engagement

B2B Sellers are challenged to engage buyers across the customer journey



- Top five ranked factors influencing repurchase:
1. Price & Product Transparency
 2. Personalized Recommendations
 3. Broadest Selection
 4. Low Prices
 5. Payment Options

- Top barriers/challenges inhibiting omni-channel strategy:
- Sharing Customer Data: 48%
 - Technology Integration: 48%
 - Lack of Digital Technology: 43%
 - Compensating Employees: 38%
 - Measurements and Incentives: 38%



- To differentiate their offerings and win in the age of the customer, B2B sellers must:
- Prioritize Personalization
 - Measure Constantly
 - Embrace an Omni-channel Strategy
 - Build Upon a Proven Platform
 - Engage Trusted Partners

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*Accenture Interactive and SAP hybris commissioned Forrester Consulting to conduct an online survey of 750 B2B companies and 1,307 B2B buyers across North America, Latin America, Europe, and APAC at organizations with at least 1000 employees. The study (Mastering Omni-Channel B2B Customer Engagement) was completed in October 2015.