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

The old customer experience approach is broken.

The result is an alarming new business trend:

- The new customer journey is more digital, less human.
- B2B customers expect the same level of hyper-personalized service they receive in B2C channels.
- But only 21% of B2B sales and customer service execs have total control of their company’s sales networks and overall CX.

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

Continuously providing value customer experience

Deploy ecosystem orchestration to harmonize customer experience

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

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% of B2B executives say that indirect sales channels are critical to their business

25% External parties (suppliers, customers) influence 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 DIGITAL SALES NETWORK REVOLUTION: INCREASED RELIANCE ON PARTNER CHANNELS

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THE BIGGEST PROBLEM? A FAILURE TO COMMUNICATE

84% of B2B leaders do not have clear visibility into their partners’ opportunity pipelines

57% of B2B leaders believe channel partners will have more responsibility in driving CX in the next two years

THE NEW CUSTOMER JOURNEY IS MORE DIGITAL, LESS HUMAN.

Still, B2B customers expect the same level of hyper-personalized service they receive in B2C channels.

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