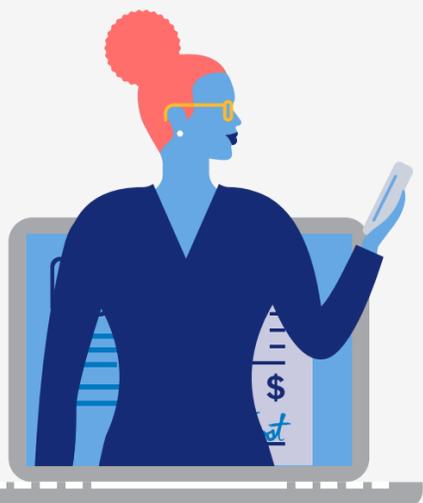# HELP CREATE FRICTIONLESS CUSTOMER EXPERIENCES IN B2B

Businesses are rethinking operations to help retain customers and welcome new ones. Follow this best practices checklist to help ensure frictionless B2B customer experiences.

BEST PRACTICE 1

Use your online presence to warmly welcome customers

Invest in your website and e-commerce platforms since the first time prospective clients will interact with your business is likely to happen online. In fact, **e-commerce is projected to account for 24% of total U.S. B2B sales by 2027.**[1]

How can your business adopt this approach?

- **Build or maintain an online presence** with an up-to-date website.
- **Create a seamless omnichannel experience** that enables customers to navigate the buying journey at their own pace.
- **Ensure the information that's most important to your customers is easy to find,** including payment options and policies.
- **Enhance your web experience** by letting customers know they can pay their preferred way. Download the B2B Website Pack and take advantage of free, customizable web banners.
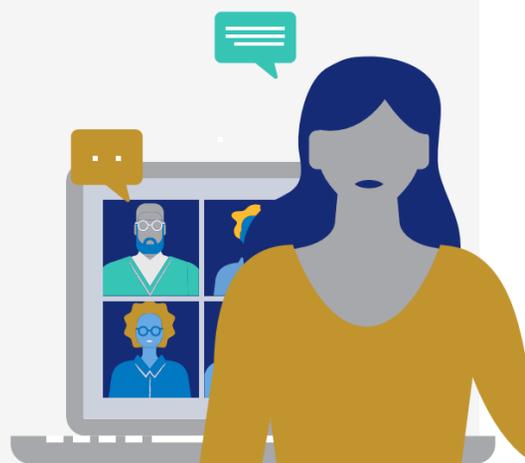

BEST PRACTICE 2

Provide consistent and personalized customer communications

The compound annual growth rate of B2B e-commerce is forecasted at 10.7% over the next five years.[2] To help capture their share, businesses can **use personalization to effectively communicate** with new and returning customers.[3]

How can your business adopt this approach?

- **Engage with your customers** to gain a better understanding of their specific needs.
- **Speak directly to customer needs** with personal, empathetic messaging.
- **Clearly communicate through digital channels how** your product or service can add value to their business.
- **Respond to questions and feedback promptly** to build customer confidence.
- **Personalize your online content for your target audiences** with industry-specific images and articles.

BEST PRACTICE 3

Adopt automated payment and reconciliation processes

More than 94% of surveyed CFOs are digitizing accounts receivable (AR) and accounts payable (AP) systems to benefit customers and suppliers.[4] Why? Implementing an AR/AP automation platform could help streamline operations and make it easy for customers to make secure online payments using their preferred payment method.

How can your business adopt this approach?

- **Adopt automated AR/AP technologies** to help minimize late payments, increase security and optimize internal processes.
- **Provide customers with payment choices** to help improve satisfaction.
- **Accept digital payments** by credit card to help expedite transactions.
- **Leverage commercial credit cards** to help decrease the risk of fraud.

BEST PRACTICE 4

Enable frictionless options with your technology

Many customers expect easy digital shopping experiences. **64% of surveyed financial institutions said they're willing to embrace new technologies to facilitate the consumerization of B2B payments.**[5]

How can your business adopt this approach?

- **Ensure your business can accept payment methods** such as credit cards, contactless payments or payment apps so customers can pay their preferred way.
- **Email receipts, coupons or loyalty rewards** to stay in contact with customers.
- **Personalize exclusive offers** based on a customer's shopping history.
- **Offer product comparison tools** to help make buying decisions easy.

Navigate the B2B landscape with confidence *now*. Support your customers for whatever comes *next*.

Visit Business Class for Merchants

SOURCES
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4 AR/AP Digitization and the Push to Enhance Customer Value, PYMNTS.com and Versapay, January 2022.
5 How FIs Address B2B Pain Points, PYMNTS.com, February 2022.

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