

WINNING THE LOYALTY OF TODAY'S B2B CUSTOMERS

Digital transformation has brought on many new changes, such as an increasing use of electronic payments.¹ But businesses can still **personalize the modern online buying experience** — and help make sure new and former customers keep coming back.



CHALLENGE

Understanding Today's B2B Customers

The COVID-19 pandemic has fundamentally transformed how B2B buyers engage with companies and obtain goods or services.² Buyers increasingly find sellers through online platforms, not paper catalogs.³

Now, customers are looking for:



Personalization

73% of surveyed B2B buyers say they **expect connected experiences**⁴



Seamless Online Shopping

87% of surveyed business buyers are **purchasing through online marketplaces**,⁵ and **90%** of surveyed buyers now **prefer self-service** over any other method⁶

Buyers prefer online features that allow them to:⁷



Review products



See previous purchases



Set up recurring orders



Check shipping updates

SOLUTION

Build a Positive, Unique Brand Experience

Success requires more than just providing customers the products or services they want. To help foster a long-term connection with buyers, focus on **building a positive online buying experience** they'll want to repeat.



87% of surveyed buyers would **pay more** for a supplier with an excellent e-commerce portal, up from:⁸

81% in 2020

74% in 2019



The Connection Between B2B and B2C

Due to recent and rapid digital transformation, buyers now have more expectations for e-commerce experiences, and the line between B2B and B2C experiences has blurred. One way for suppliers to adapt?

Provide streamlined, convenient digital experiences — comparable to B2C.⁹

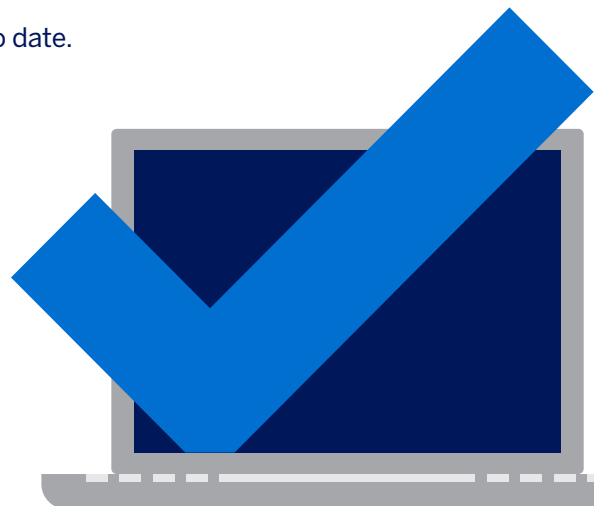


CHECKLIST

Keep Your Digital Presence Strong

Now you can use what you know about today's B2B customers to tailor your business's online presence. Use this checklist to continually ensure your website's success:

- ✓ **Speak directly to your customers' needs** with personalized, targeted messaging.
- ✓ **Ensure online product information is accurate** and up to date.
- ✓ **Adopt solutions that seamlessly integrate with buyers' technology** to avoid complications.
- ✓ **Offer a seamless buying experience** with a frictionless online checkout process.
- ✓ **Reduce friction in the payment process** by enabling customers to pay their preferred way.
- ✓ **Make your payment methods visible to customers** by using American Express's [free signage and supplies](#).



WANT HELP CONNECTING WITH MORE CUSTOMERS?

Learn more trends and insights and find out how American Express can help you optimize your business operations.

SOURCES

- ¹⁻⁴ Steve Murphy, "B2B E-commerce: The Challenges and Opportunities Caused by Digital Acceleration," Mercator Advisory Group, March 26, 2021.
² Steve Murphy, "B2B E-commerce: The Challenges and Opportunities Caused by Digital Acceleration," Mercator Advisory Group, March 26, 2021, and based on Salesforce, [State of the Connected Consumer, 4th Edition](#).
³ [Worldway: B2B Payments Will Digitally Transform to Look More Like B2C Commerce](#), PYMNTS.com, September 22, 2021.
⁵ Steve Murphy, "B2B E-commerce: The Challenges and Opportunities Caused by Digital Acceleration," Mercator Advisory Group, March 26, 2021, and based on MIRAKL, [The Next Generation of B2B Purchasing](#).
⁶ Avionos, "2021 B2B Buyer report: No more excuses. The time for B2B digital transformation is now," 2021.



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