

TAKE CONTROL OF THE CUSTOMER EXPERIENCE



The Guide to B2B Customer Experience Essentials

LUM  A



Table of Contents

Introduction.....3

Voice of Customer.....4

Make “customer-centric” your new strategy.....6

Plan your communication.....8

Omnichannel.....10

Personalization.....13

Create WOW-experience.....14

Conclusion.....17

About Lumoa.....18

Get in touch.....20

Introduction

Customer experience could be proudly named one of the buzz-words of 2018. With high certainty, it is going to stay here. Whether you’re working in business-to-consumer (B2C) or business-to-business (B2B) company, you should start paying attention to the way you create customer experience immediately, if you haven’t done so yet.

At least 80% of B2B buyers now expect the same buying experience as B2C customers. After all, the business people you’re dealing with at work are the same who are ordering goods from Amazon in their free time.

What does that mean to you?

Customers expect digital services and self-service options to be at the highest level. They want options that will help to manage their own business. That leaves you no option but to transform your business to answer the upgraded customer expectations.

1.

Voice of customer (VoC)

Customer is on the line. Are you listening?

Voice of customer refers to customers' feedback about their experiences with and expectations for your products or services. Right now, you have more VoC data than ever – it comes in the form of user behaviour data, recorded phone conversations between your frontline staff and your customers, direct customer feedback, discussions in social media and even more, largely depending on your business.

Voice of customer is not only about how to gather the customers' feedback, but how to analyse and most importantly, act on the feedback.

EVER HEARD OF TEXT ANALYTICS?

Text analytics includes a set of techniques that structure information arriving in text format– in this case, free text customer feedback. The purpose is to convert unstructured text into meaningful structured data to support business analysis and decision making. Topic analysis reveals topics that are most talked about.

[LEARN MORE](#)

1. COLLECT

- Understand the purpose of collecting data
- Choose a metric (we vouch for NPS!)
- Decide on where to ask –you need to decide both on when to ask during the customer journey and which channels to use.

2. ANALYSE

- Decide on how you are going to track the results
- Use analytics that provides you insights and enables you to make decisions

3. ACT

- Have a follow up plan
- Answer the critical comments and solve these issues in the individual order
- Perform improvement actions in the organisation

4. CLOSE THE LOOP

- Communicate the improvements and changed based on customer feedback to your customers
- Rate the success of your customer experience development



FINALLY, SET TARGETS

Track changes and trends of your customer experience satisfaction rates according to the implemented actions.

2. Make "customer-centric" your new business strategy.

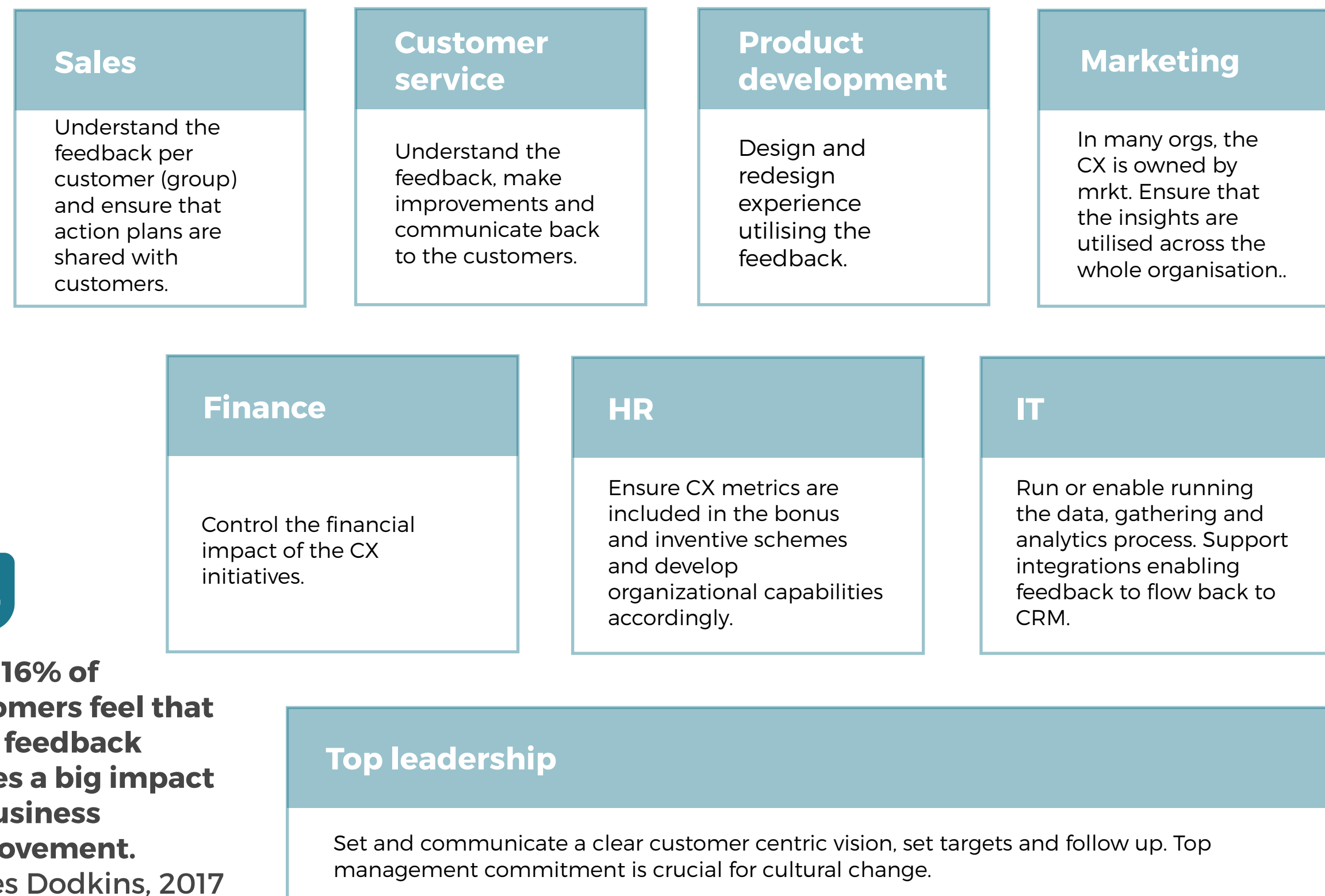
Who in your organization owns the customer experience? It could be your customer experience team, it could be the top management... In fact, all the departments should work together to be able to influence the customer experience.

Many businesses are participating in customer experience race: "whose cx is the latest and the greatest". Not many of them understand that customer experience race is not a sprint, but a marathon. It requires long-term thoroughly planned preparation and requires everyone on board. If you want to bring customer voice into your organization, recruit a cross-functional team and consistently work on understanding the customer needs.



Only 16% of customers feel that their feedback makes a big impact on business improvement.
James Dodkins, 2017

Organizational roles in customer experience management



3.

Plan your communication

It's more than an email

Let's put it simply: good communication will attract new customers and improve the brand image of your company whereas bad communication could be the reason your customer turns away from you.

The difference in B2B processes is that you are communicating both "company-to-company" and "individual-to-individual" all at once. Many B2B relationships are stronger because of its long-term nature with recurring sales.

The impact factors to which you should be paying attention are:

- Interest and friendly personal attitude
- Consistent follow-up
- Understanding and listening to customer problems and needs
- Right amount of correspondence and status updates
- Thorough and clear explanations
- Responsiveness
- Availability



Longer, more complex B2B journeys involve more individuals. It is vital to keep communication sufficient and clear.



4. Omnichannel*

Omnichannel communication is definitely a megatrend of the customer experience in the next years. Simply put, it's about being available to your customer on every channel. In more words, omnichannel offers a consistent, personalised experience for consumers across all channels and devices with the main goal to make the customer journey as easy as possible, and that means consistent engagement no matter where or how they interact with you.

Currently B2C experiences set the tone for B2B experiences. B2B customers want to have the ease and functionality of online B2C purchases and that's where the businesses are going. In the recent study by Forrester, "[Building The B2B Omni-Channel Commerce Platform Of The Future](#)" it was discovered that almost three-quarters of B2B buyers consider the ability to look up product information across any channel important or very important when making work-related purchases online.

***Omnichannel** is a cross-channel sales approach that provides the customer with an integrated customer experience

Talking about omnichannel communication, we don't mean "to exist in all possible online channels". It's much more than that. Digital is just another channel to the customer. A truly customer-centric approach embraces the customer at all touch points in their journey.



In most cases, B2B buyers research online even if buying offline later. [...] At the same time online channels beginning to overtake more traditional buying channels

Forrester, 2015



83% of buyers agreed that an excellent customer service experience would lead to them purchasing again from the same supplier.

Forrester, 2014



5. Personalization

When creating the B2B customer experience, you need to target a personalised experience. In the competitive B2B market, where the sales cycle is already much longer and usually involve direct communication, the customer experience should be personalised as much as possible. Gartner has predicted that already by 2018, B2B companies with e-commerce personalization will outsell by 30% competitors that are not providing a personalised experience.

Understand that each customer and each experience is going to be different and embrace it. We are entering the era of hyper-personalization.

”

Personalization is a necessity to survive and thrive in the era of the empowered customer.

6.

Create **WOW**-experience

Go an extra mile for your customer

It goes without saying that creating unique experiences which go above customer expectations will set you on top of the competition. Extraordinary positive customer experiences make your brand you not only remembered, but also loved. Also, engaged and impressed customers are more likely to become promoters of your brand.

We gathered some simple yet still rare B2B practices and ideas to wow your customer:

- 📁 Send a (hand-written) thank-you card
- 📁 Reduce response time
- 📁 Offer additional service
- 📁 Attend your customers' company events

Often, a simple act of attention might get you a loyal customer.



”

NPS scores increase by more than 40% when above-and-beyond behaviours are exhibited by the sales rep.
PeopleMetric, 2015



Conclusion

Times when we were doing B2B business “the old-fashioned” way are gone. Now customers expect high level of involvement and high quality digital services when making a B2B purchase. The differences of B2C and B2B are blurring, as customers are eager to have the same smooth modern experience in all the spheres of their life, including work life.

In order to stay on top of the competition, companies need to deliver personalised omnichannel experiences that are tailored to unique buyers.

Are you ready?

About Lumoa

We make customer feedback actionable

Lumoa's online service helps decision-makers in enterprises to understand the positive and negative drivers of their customer experience.

The service processes large amounts of text feedback into actionable insights and enables companies to reduce churn, react to issues in real time and empower the whole organization to make improvements.

1. REDUCE CHURN

Keep your existing customers by knowing what to fix first

2. ACT REAL TIME

Stay on top of what matters the most to your customers, react fast to emerging topics. - all this with cutting-edge technologies

3. EMPOWER

Empower the organization to build on shared customer understanding by using intuitive dashboard



LEARN MORE: [LUMOA.ME](https://lumoa.me)

Want to get in touch?



Suvi Lindfors
co-founder

suvi@lumoa.me
+358 40 821 6977

LUM  A

Lumoame Oy
Kampinkuja 2,
00100 Helsinki
Finland

www.lumoa.me