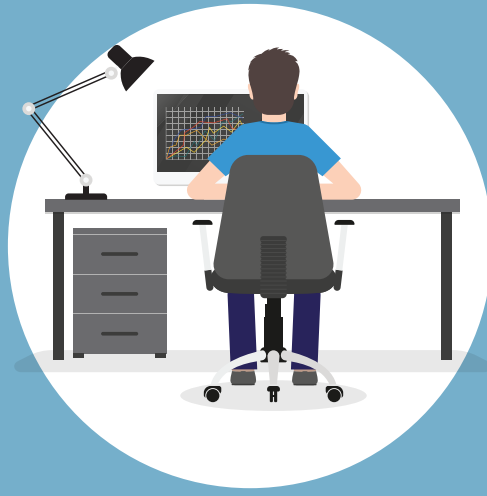


# The evolving B2B customer journey and how to respond to it

## The digital transition has arrived



B2B companies see digital interactions as **2 to 3X's** more important to their customers than traditional sales interactions



**2X** Increased likelihood of companies that provide outstanding digital experience being chosen a primary supplier



**68%** of customers research B2B companies online independently



Almost **90%** of sales have moved to a videoconferencing (VC)/phone/web sales model

And is likely here to stay



**65%** B2B decision makers who say the remote model is equally or even more effective



The pandemic has accelerated previous trends: omnichannel selling, inside sales, tech-enabled selling, and e-commerce



**79%** B2B companies that said they are very or somewhat likely to sustain these shifts for 12+ months post-COVID

## How can B2B adapt?

1

Focus on delivering in all sales channels

2

Optimize your e-commerce channel

3

Fix buyer frustrations

4

Offer a human touch

5

Create a "pod" of digital-enablement experts

6

Remap your customer decision journey for the "next normal"



Download **eBook** to learn how to:

**Create meaningful customer engagements in challenging times**

**Learn how the** Accelerated Impact Model from C3Consulting, a 3-phased approach that utilizes connectivity, collaboration, and communications to create a detailed plan to guide progress toward your goal that is agile and effective to support your vision for growth.

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