

The worrying truth about the state of B2B CX

(and what we can learn from successful CX leaders)

Today, 80% of B2B customers base their buying decisions on customer experience (rather than price). Yet only 23% of B2B companies provide excellent CX.

What's going wrong? And how can we fix it?

First things first...

01. Who's responsible for CX?

The quick answer? Marketing.

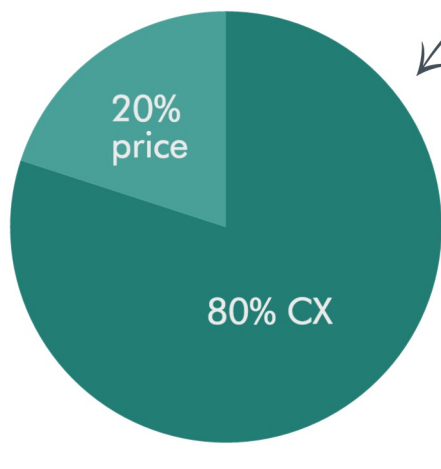


Two thirds of CMOs are now responsible for customer experience



Only 40% of companies have a CX strategy that involves departments outside of marketing

02. B2B marketing leaders know how much CX matters



80% of B2B customers base their buying decisions on CX...

...rather than price

B2B Executives...



Great, we're all agreed.

It's critical to focus on CX.

BUT...

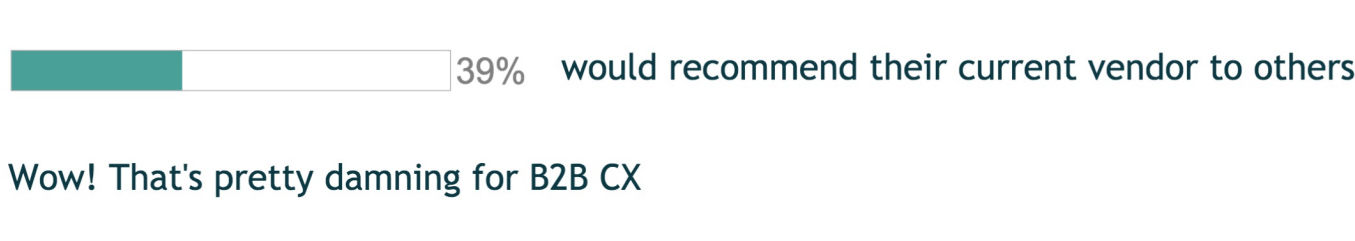
03. There's a big gap between customer expectations and reality...

Only



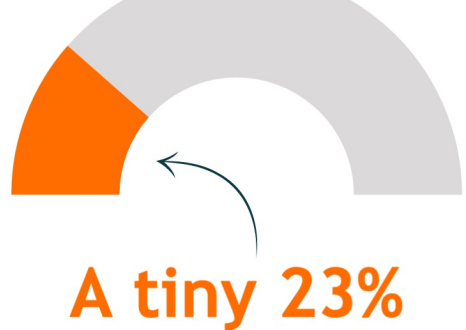
16% of B2B leaders say the CX they provide is as good as the best B2C experiences

B2B customers agree - only...



Wow! That's pretty damning for B2B CX

04. There's also a big gap between claimed importance and successful implementation



A tiny 23%

of B2B companies deliver a good enough CX to see

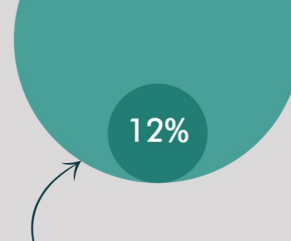
a strong ROI

Only 32%

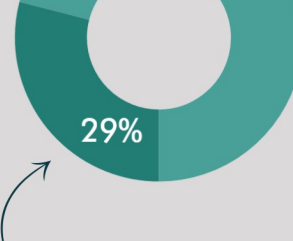
of B2B leaders are confident they can deliver on CX

(down from 40% in 2014)

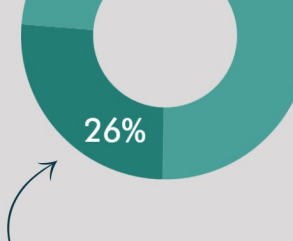
AND MARKETERS?



Just 12% of B2B marketers rate themselves as 'very effective' at delivering a great customer experience



Only 29% of B2B companies act on customer feedback data to improve the CX



Just 26% have strategies to identify the talent needed for B2B CX

Oh dear.

We have a BIG disconnect. Customers demand it. Business leaders and marketers know it's important.

But we're not delivering.

WHY?

05. Obstacles to great B2B CX management

A recent Accenture study shows reasons are many and varied, but fairly equally weighted



06. What are successful CX leaders doing differently?



For a full day of strategies, tactics and tools for turning customer experience management into commercial success, **click on the CXcellence banner below**



The B2B Marketing Conference 2016

3 November, London

6 December, Chicago

#CXB2B



DATA SOURCES

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 Econsultancy - Three stats that throw down the gauntlet for B2B CX, 2016
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 Marketing Week - B2B brands shift focus to customer experience, 2016
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 AdAge - Only half of B2B buyers would buy more from current vendors, 2016
 CMO.com - Key to B2B CX measurement - 'Make customers feel heard'