

How B2B Manufacturers in the United States can Utilize **Digital Self-Service** To Improve Customer Experience

Solve the issue of **fragmented buyer experience** with a B2B customer portal that enables a smooth after-sale process. **Consolidate data** and manage the relationship while **offering insights and autonomy** to increase **customer stickiness**.

Status quo

Convenience is one of the most important elements of contemporary customer service, even in B2B. Currently, many American manufacturers offer customers information about their orders and relationship, but from **multiple and disparate sources** - such as the ERP, CRM, or a Customer Service tool. This is like handing customers a deck of unshuffled playing cards and expecting them to find the ace of spades.

A lack of digital self-service leads to an **inconvenient and fragmented user experience** for the customer, and an increase in manual and costly interactions between sales and customer relationship managers. **Customers lack transparency and autonomy** as they cannot easily find information about order history, related products, or new offers, and they must rely on slow manual interaction to provide the information they want.



Challenges for American B2B Businesses Without Digital Self-Service

- Without a portal consolidating all information, customers only have access to limited information about historic orders and interactions.
- Personalization and tailored offers are difficult to offer without consolidated customer data, leading to missed sales opportunities.
- Customer relationship management involves a great deal of manual interaction and processes as customers must reach out to a human to get the data they're looking for.
- This maintenance by sales and service reps is both costly and time-consuming.
- Lack of convenience for the customer, which may lead them to look to competitors with better after-sales user experiences.

What is Digital Self-Service?

Digital Self-Service is a portal that manages the after-sale process by **consolidating all information and services** related to the customer. It **supports the full customer lifecycle** by providing complete visibility into the business relationship:

- Order history
- Product updates
- Service data
- The knowledge center
- Company and product news
- Customer-specific assortments
- Subscriptions
- Recommendations
- Troubleshooting

By merging the customer, transaction, and product data into one unified portal, **Digital Self-Service puts buyers into the driving seat**. Insights, customer service, and after-sales services such as maintenance and repairs are available at the click of a button.








From the sales side, customer portals can be leveraged by sales and service reps by personalizing offers based on previous order histories.

By giving customers autonomy and visibility, **B2B manufacturers can offer a more convenient and cost-effective user experience** that will in turn positively impact retention and revenue.



Benefits & Values of Digital Self-Service




Increase Customer Satisfaction & Stickiness

-  Acts as an easy-to-use central point of contact
-  Possibility of personalized experiences
-  Tailored product and service offerings
-  24/7 availability, with access to information at any time
-  Increased customer value through after-sales services
-  Support through the entire customer relationship and lifecycle
-  Gain customer insights to better personalize offers






Increase Revenue & Share of Wallet

-  Cross-selling and up-selling
-  Repeat purchases/subscriptions
-  Personalized offers
-  New value-add services based on history and insights
-  Product and service announcements and company news
-  AI-based offers at the right time

Cost Reduction Through Self-Service

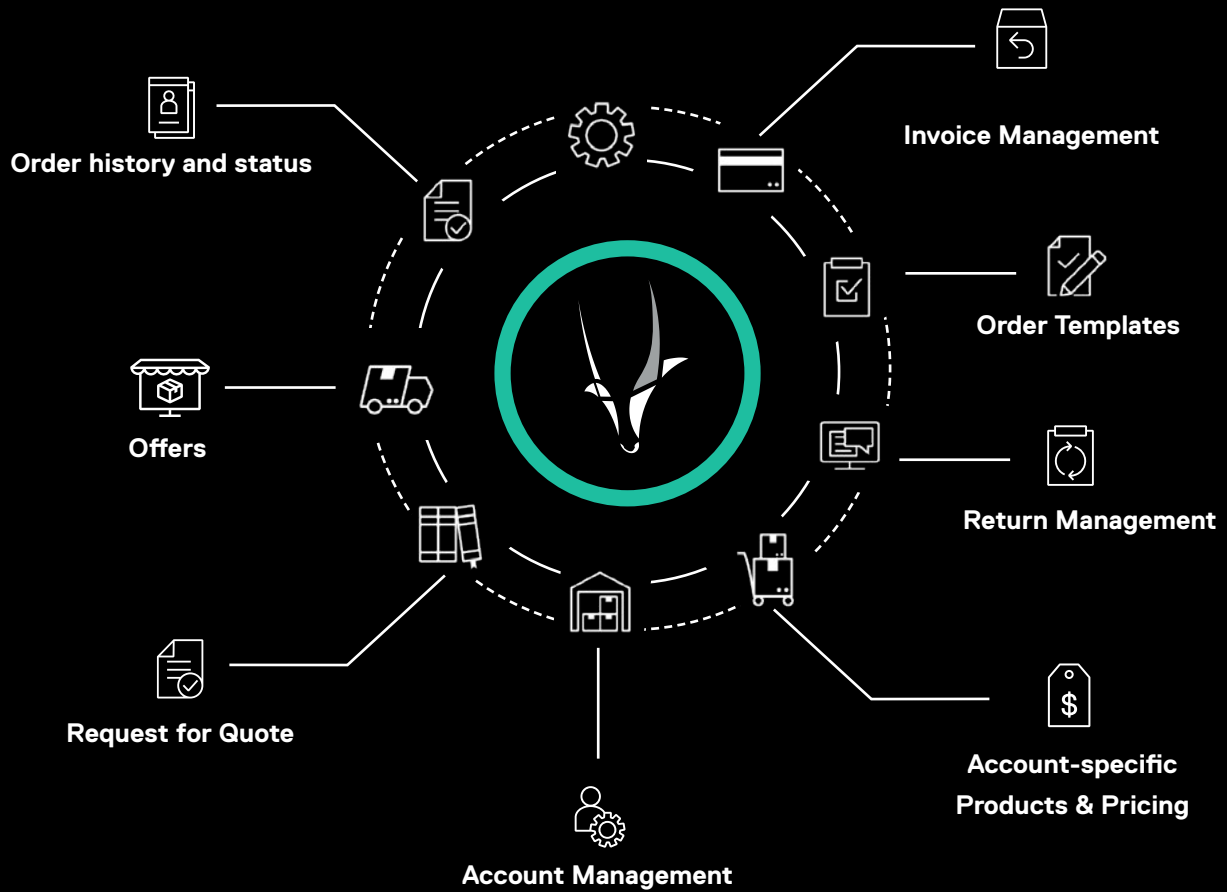
-  Reduce cost and time per contact
-  Focus on high-value services
-  Reduce recurring manual tasks

Efficiency on Buying & Selling Sides

-  Acts as a convenient 'one-stop shop' for information
-  Customers gain full control with self-service
-  Tailored and individualized experiences and dashboards increase quality of customer experience
-  Order templates and automatic replenishment save time and money
-  Customer insights help to inform future offers

Spryker Capabilities

Digital Self-Service Features from the B2B Solution with Spryker Cloud Commerce OS



Further features available that can be easily embedded via 3rd party technology or sources (also known as Composable Commerce):

- Installed Base
- Maintenance Scheduling
- Warranty and Service Data
- Data sheets and documents (can also be served from within Spryker)
- News
- + much more





Customers


 **LÄPPLE**





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