

# PERFICIENT<sup>®</sup>

## How to Become Customer-Driven in Manufacturing



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Solution Partner





## Who Is the New B2B Customer?

B2B. B2C. B2B(2C).

The worlds are colliding. The lines are blurring.  
And the definitions are changing.

Used to the convenience of shopping online with retailers like Amazon, today's B2B customers now expect the same level of service, personalized brand experiences, quick delivery, reviews, and ratings everywhere.

In other words, your customers are the ones in the driver's seat. Now it's critical to create an integrated experience, starting with something simple: understanding what *drives* them.

# The B2B(2C) Buying Experience

## Then

Service-focused

In-person transactions

Dependent on salespersons

Less information, primarily controlled by brands

Seller's market with few competitors and choices

**VS.**

## Now

Empowered by self-service

Digital interactions and eCommerce

Independent research

More information with user-generated reviews and content

Buyer's market with a wealth of choices



# 4 Expectations of Today's

The demands are clear. So are the next steps for marketers in

## 1. Transparency

There's no doubt about it: your customers are informed. Just like B2C customers, they prefer to do their own research online, basing purchase decisions on reviews, ratings, and other feedback.

In fact, a growing number prefer the convenience of purchasing online, since it can be quicker and easier than engaging with a salesperson.

### What It Means to You

To build trust and keep it, you need to:

- Create transparency and emotional connections through reviews, ratings and, user-generated content
- Collaborate openly about products and services, inspiring improvements and innovation based on customer suggestions
- Ask questions and share honest answers, especially through social networks and

communities, to ultimately build confidence in buying decisions

## 2. Simplicity

Different partners. Different solutions. Different touchpoints with your brand.

The customer journey is complex in the manufacturing industry. But it shouldn't feel that way, regardless of whether customers are making a purchase online, through a dealership, or with your sales team.

### What It Means to You

Today's B2B customers expect to:

- Receive outstanding service – matching expectations with the best B2C brands
- Enjoy a seamless experience, from the first purchase to service and support after the sale

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**TRUTH: B2B customers don't care about what your products do. They care about how those products solve their problems.**

### 3. Convenience

Your customers expect access to the information they need - anytime, anywhere, via any device. As a manufacturer, that means your customers and your partners are connected everywhere. And the more they connect with your brand, the better.

By taking a customer-driven approach, you'll deliver more value and convenience – all while earning more loyalty and trust.

#### What It Means to You

Since mobile is the #1 platform:

- Craft every marketing strategy to support multiple channels and devices
- Make sure sales, service, and support are responsively designed from the ground up

- Use mobile to strengthen engagement and relationships between you, your partners, and your customers
- Develop retention programs built around customer service

### 4. Personalization

Every buyer segment is different. Plus, each one can take a different purchasing path. To create a personalized experience, it's important to not only understand all of the pieces, but how they all fit together.

#### What It Means to You

Moving forward, the most successful companies will:

- Allow customers to interact with content based on their own interests and readiness to buy
- Personalize the experience across all channels, content and devices



## Customer-Driven: What It Really Means

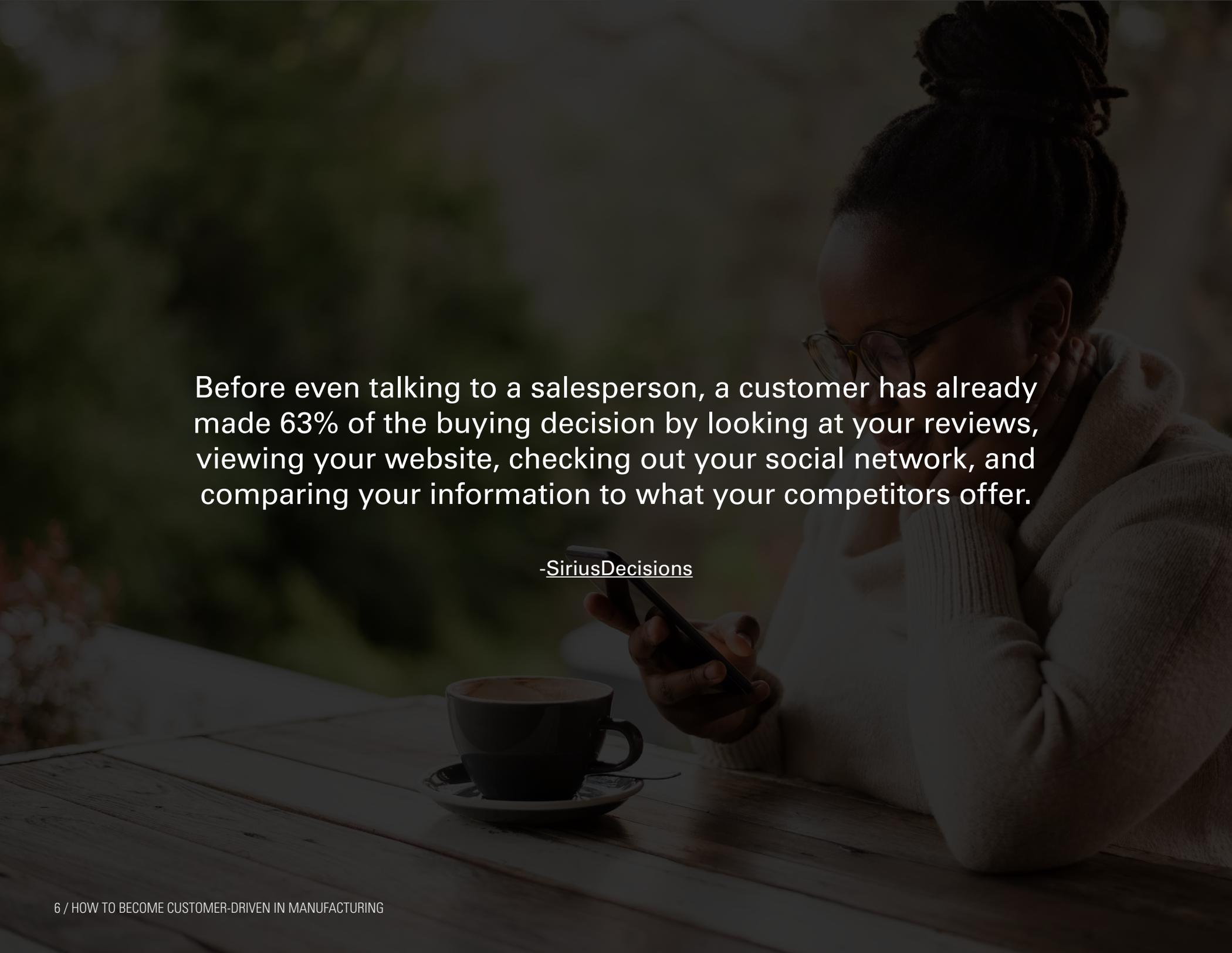
Empowered customers are shaping business strategy. They expect consistent experiences, whether it's digital or face-to-face. And quite frankly, they don't care if that's difficult. If you can't meet their expectations, they'll go somewhere else.

To adopt a customer-driven culture, B2B marketing professionals need to:

- Drive customer intelligence into all parts of the business
- Build digital marketing proficiency
- Create meaningful customer interactions, together with sales, that consistently deliver an exceptional experience across mobile,

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**B2B or B2C, all customers are individuals  
– and they expect an individualized**



Before even talking to a salesperson, a customer has already made 63% of the buying decision by looking at your reviews, viewing your website, checking out your social network, and comparing your information to what your competitors offer.

-SiriusDecisions



## Additional Roadblocks in Manufacturing

We know your industry is more complicated than most. On top of these growing demands, there are challenges like:



### Creating a Seamless Experience with Indirect Channels

Dealers. Distributors. Resellers. Whatever you call them, they're typically the ones ultimately closing the deals with your customers. And it's no small challenge to create a completely seamless experience between your corporate brand and the partners who stand behind it.



### Making a Cultural Shift from Products to People

Engineers, product managers, and market managers are the core of most manufacturing companies. And while they are vital to your organization, they can also be the hardest to convince when it comes to shifting your focus from your products to your

# The Customer-Driven Transformation: What You Need to

It all adds up to one thing: the evolution of technology has radically changed customer expectations, and there's no going back.

Now is the time for B2B companies to:

- Align marketing, sales, service, and partners around the customer
- Truly understand their customers, using tools like personas and journeys
- Clearly define their brand and benefits for their customers
- Create a single source for customer engagement data
- Shift from product campaigns to marketing that meets customers wherever they are



# 6 Keys to Getting Started

## 1. Define Your Audience

Using personas and segmentation can help you better understand your customers' needs, their behaviors, and their barriers. And when you really know who your customers are, you can better engage them, too.

## 2. Map the Customer Journey

Understanding how your customers actually buy your products will guide everything you do, from marketing strategy to sales to service.

Forget assumptions. Do more research. Ask more questions. Because, quite frankly, even relying on decades of experience in the business is no longer enough. Today's customers have changed. That means traditional approaches should, too.

## 3. Articulate Your Brand Identity

Remember, your brand should guide your entire customer

experience. You're setting the tone for every interaction, from your marketing messages to your customer service.

## 4. Develop the Right Content Strategy

Content is the common thread throughout your customer journey. By measuring every message with analytics, you can understand and connect what your customers really value most. Personalize it. And avoid spending resources on ineffective strategies.

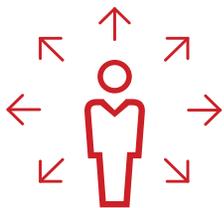
Connecting your content and insights will reveal what's working, what *isn't*, and what to do next.

## 5. Align Your Channel Strategy

Maximizing reach and frequency is no longer enough. Highly targeted marketing is the new name of the game. And it starts with aligning your channels to create more consistent experiences for your customers — and more personalized ones, too.

## 6. Focus on Account-Based Marketing (ABM)

By taking a one-to-one approach with targeted accounts, you can



Your brand isn't just a tagline or a logo.  
It's a promise to your customers. And it's  
the story they'll tell the world.



## Your Next Move

There isn't a big secret to becoming customer-driven. But aligning everything around the customer does require a big shift, especially for manufacturers.

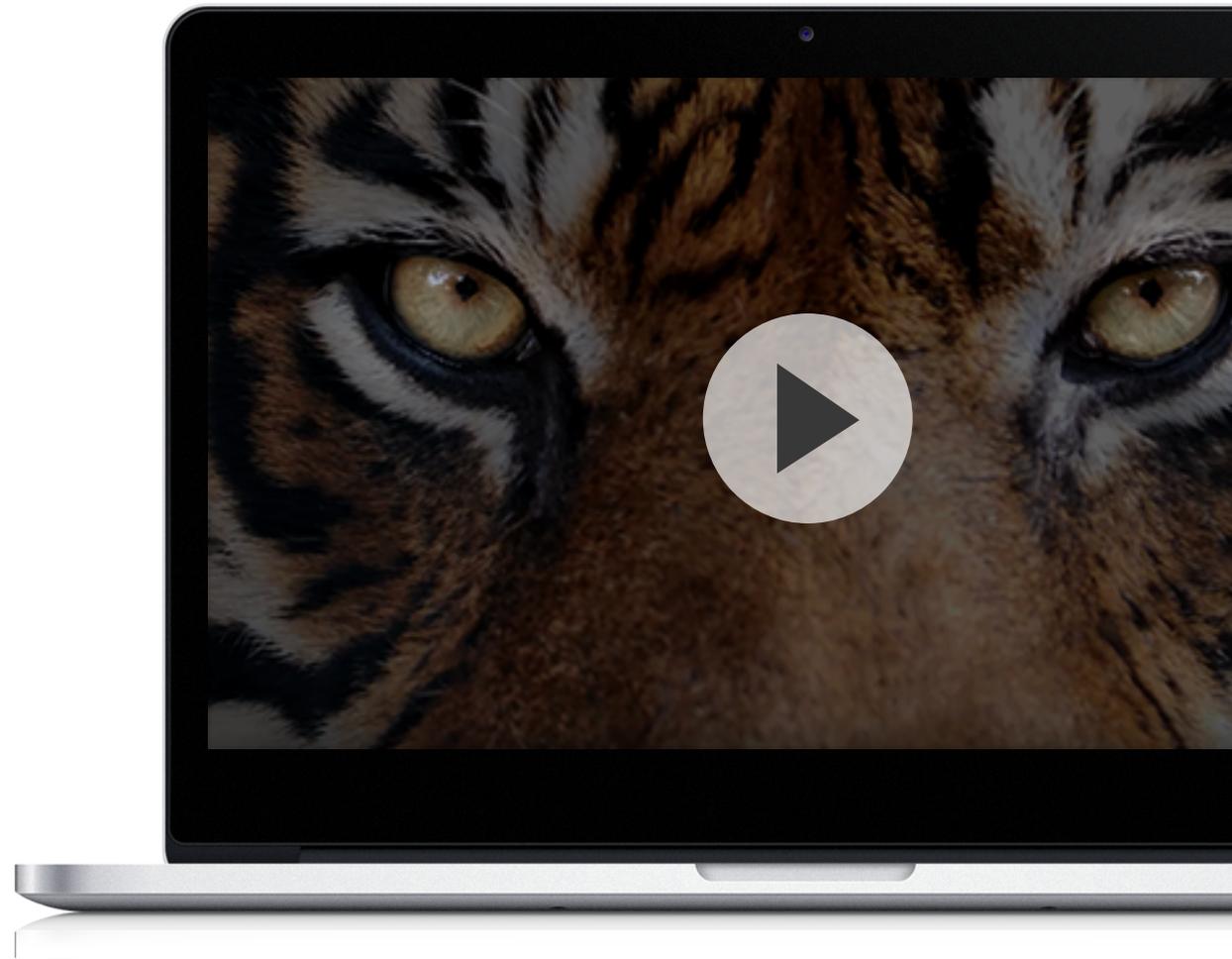
The good news:  
as a marketer, the next move is all *yours*.

# Let Perficient help you on your digital transformation journey.

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