

The Accenture logo, featuring the word "accenture" in a white, lowercase, sans-serif font. A small, white, stylized 'v' shape is positioned above the letter 'u'. The background of the entire image is a blurred photograph of two women in a modern, brightly lit office or retail environment. One woman on the left is looking at a smartphone, while the woman on the right is looking towards the camera. The lighting is soft and blue-toned, creating a professional and tech-oriented atmosphere.

accenture

B2B consumerism

**Driving digitally-enabled
engagement in business-to-business
transactions with SAP[®] solutions**

A new era of B2B consumerism

Across all industries, one of the key disruptions that organizations must navigate is a seismic shift in the expectations and attitudes of consumers.

This is as true for business to business (B2B) as it is for business to consumer (B2C) transactions. More than ever before, personalization matters. Whether they are buying in a personal capacity or as a representative of their business, individuals increasingly expect a frictionless buying experience tailored just for them across the entire buying cycle.

Organizations serving customers in sectors such as industrial machinery, automotive components and hi-tech electronics have traditionally relied on a physical sales force in the field and personal contact to power sales. But as B2B customers are exposed to more and more digitally-driven, personalized buying experiences in their private lives, their buying habits and supplier expectations in their business transactions are shifting.



We call this step change in B2B buyer expectations “B2B consumerism”. B2B consumerism demands a huge cultural and organizational shift for organizations selling to a B2B market. It is not simply about deploying an e-commerce capability to power sales transactions through online tools, it is also about a reorientation of the business away from personal interactions to digitally-enabled engagement across the entire purchase funnel: from researching products, to comparing products to buying and installing and then post installation.

The ability to respond to these demands is what can set organizations apart and drive differentiation. Getting online capabilities in place is an imperative.



94% of B2B buyers compare goods online prior to making purchasing decisions¹



98% of B2B buyers look for the same purchasing experience across channels¹



86% of B2B buyers prefer using self-service tools for reordering, rather than talking to a salesperson¹



84% of B2B buyers are willing to pay more for great branded experiences¹



71% of B2B buyers will seek out a competitor if finding a product or solution is inconvenient¹

¹OroCommerce elaboration of multiple sources.

Our approach

We have developed a B2B consumerism framework, with assets and tangible use cases, that is geared towards getting our clients closer to their customers to drive tangible business value.

It's about giving our clients the digital tools to deliver a personalized buying experience that delights their customers. Equally, it's enabling our clients to close more business and grow revenue, deliver cost savings, innovate faster with new products, services, approaches and growth models and become more agile in resolving issues.

We propose a holistic approach to the transition from offline to online that addresses every point in the customer journey. Our B2B consumerism

framework encompasses the capabilities required to meet customer needs at each point in the journey. By putting comprehensive, centralized customer data at the core, we help our clients to ensure consistency across the entire customer journey: from campaign management to customer contact portals, self-service tools, point-of-sale enablement, assisted quoting, and guided cross/up selling but also in service management and retention-related activities in the after sales process. This means intelligently combining all insights about the customer from front-end and back-end operations. This makes for an experience that is consistent across individual departments, applications, and processes, relevant to the customer and appropriate to the context of the interaction.

The solutions we propose enable a holistic view of the value chain. We also prioritize ongoing refinement and enhancement to drive insights and predictability and ensure continuous improvements.



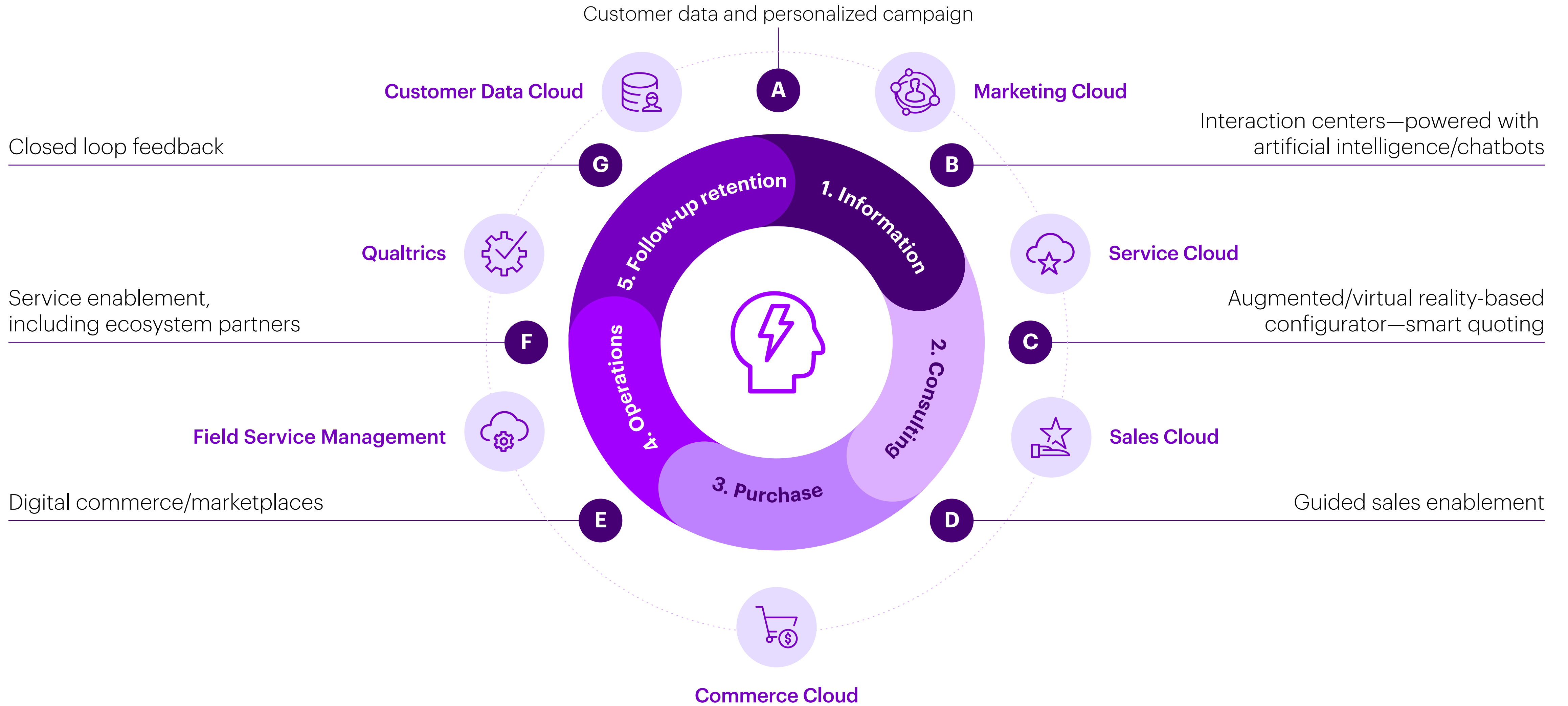
Making digital transformation happen with SAP® solutions

With SAP Customer Experience (CX), SAP offers a scalable, integrated suite of cloud platforms to address the entire customer journey.

Covering marketing, sales, commerce, service and customer data management, it can be adopted as a suite or to address particular areas of focus in the B2B customer journey. In conjunction with our B2B consumerism framework (see Figure 1, page 6), SAP CX can help reorient the business, integrating different platforms to deliver harmonized processes, data consistency and a consistent customer experience. Combined with SAP S/4HANA®, SAP CX connects back-office and front-office data across the whole enterprise for the first time. Together, they deliver 360° views and total transparency.

We supplement what SAP can offer in the CX space with our deep industry expertise and our innovations in mobile, chatbots and smart products. At our global network of technology labs, we incubate new concepts and apply the latest SAP technologies to deliver breakthrough solutions. We reimagine how humans interact with machines to improve the experience of creating, buying, and using the next generation of products and services.

Figure 1: Accenture B2B consumerism framework showing SAP CX components



Making transformation tangible: Our B2B consumerism use cases

To make the potential benefits of a B2B transformation journey as tangible as possible for our clients, we have developed use cases linked to industry-specific assets and accelerators in [Accenture myConcerto](#), our enterprise transformation platform. Our end-to-end demos include an extensive B2B consumerism element to demonstrate how SAP CX components can support organizations as they reorient their B2B operations.

Case study:

Global hygiene and health company

We are helping a global hygiene and health company to transform the customer journey with SAP CX as part of a broader SAP S/4HANA transformation. On top of the SAP S/4HANA backbone, we added SAP CX components Sales Cloud, Retail Execution, Service Management, Commerce Cloud, Customer Data Cloud, as well as SAP Promotion Management and SAP Subscription Billing. As a result, processes are simplified, standardized and integrated. The company

has a digitally-enabled 360° view of the customer journey. The solution is expected to empower customer-facing teams to collaborate more effectively to deliver proactive, as well as cost-effective, customer service that benefits customers and the business alike. It is helping the company better meet its key performance indicators and service level agreements in customer service, as well as reduce operating and logistics costs and accelerate issue resolution.

Getting started

We bring our CX thought leadership, and the strategy, design, build and operations experience and tools needed to help organizations consider:

Where they are in order to see where they need to go

What they expect to achieve and by when

Which processes, data and requirements are in scope

How key technology enablers will be designed and deployed

To explore these questions, we propose the following approach:



Why Accenture

At Accenture, we work with clients to uncover unmet needs, define new experiences along the customer journey, and reimagine business models and products to drive growth, differentiation and relevance.

We are the number one SAP CX partner and work together with SAP to co-develop new solutions—such as the integration of SAP Field Service Management with Microsoft Teams—that push the boundaries in customer experience and bring about business transformation.

40+
Year partnership

15+
Years' experience in SAP
CRM and Callidus Cloud

200+
Callidus Cloud projects

#1
Global strategic partner

6,800
SAP CX practitioners

1000+
Total SAP CX projects

Contact us

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About Accenture

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