
B2B CX

Tales from the crypt & the narrative of success

by **ATCOM**



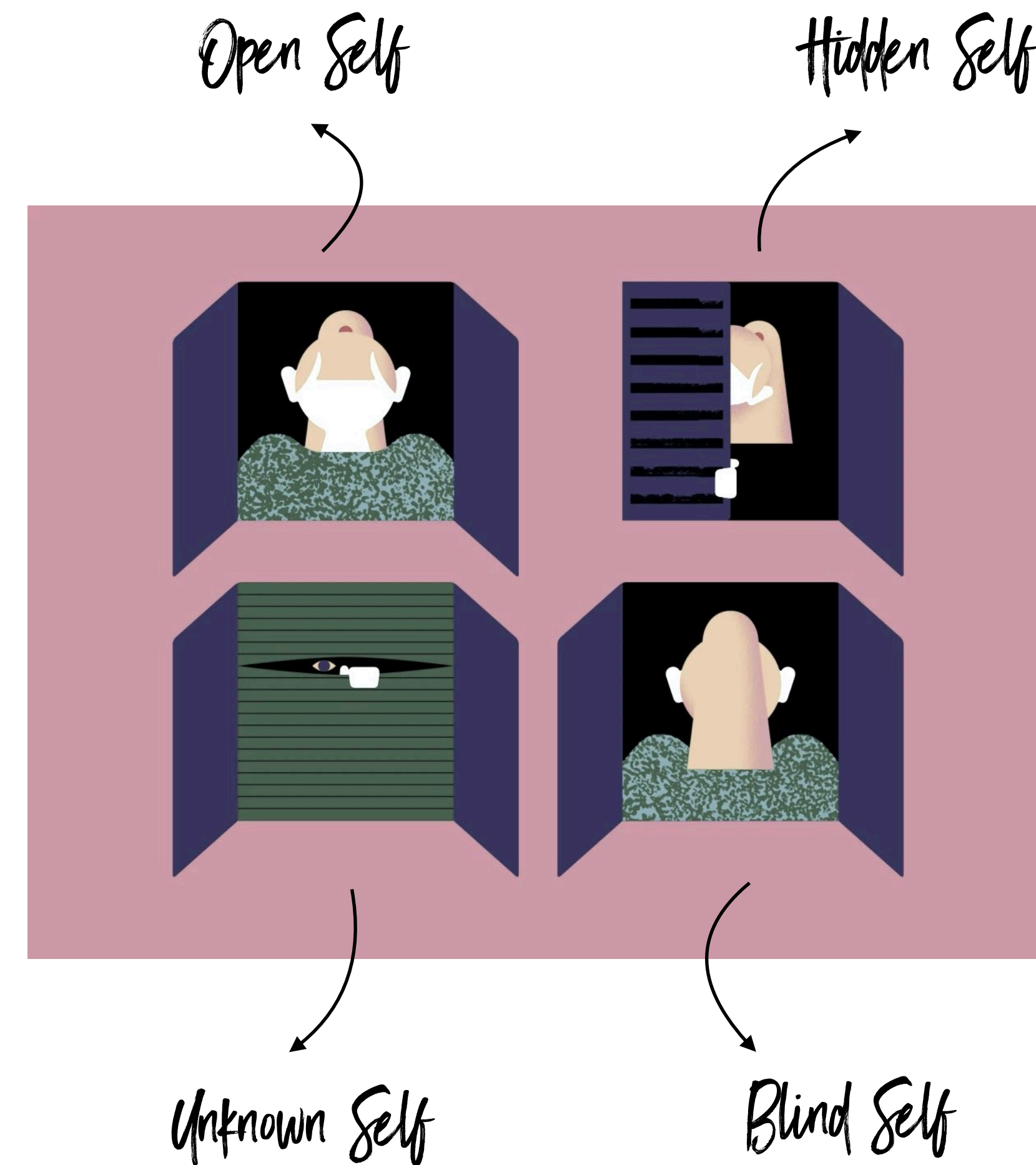
Alicia Konstantourou
CX Director


Chapter I

Integrate Customer Empathy into the process

Organisations tend to have blind spots, too.

Paraphrasing the Johari Window for self-awareness






gabe
@gplatinum_



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All my New Yorkers, which is the best seat?



5:47 PM - 31 Dec 2019

2,379 Retweets 18,901 Likes



10K

2.4K

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Mike Bloomberg ✓
@MikeBloomberg

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I always stand. [twitter.com/gplatinum_/sta...](#)



12:39 PM - 2 Jan 2020

543 Retweets 6,060 Likes



1.3K

543

6.1K



Emma G. Fitzsimmons ✓
@emmagf

Mayor Bill de Blasio speaks at Subway Seat Debate:

“1-3-2,” @NYCMayor says don’t exist when you’re 6



4:23 PM - 2 Jan 2020

21 Retweets 231 Likes



33

21

231



Marketing
Mary



Salesman
Steve

“*I know what my customers want*”

ANONYMOUS STAKEHOLDER

**Let's acknowledge the fact that
you most probably don't know
what your customers want.**

Why, though?



The False-Consensus Effect

You are not regularly conducting Customer Research.

And, perhaps, you never did.



You are not talking to the right people

1 Tend to create relationships with the more extrovert ones

So, you get a distorted snapshot of your customers

2 Tend to interact only with the decision-maker persona

Resulting again in a misinterpretation of your customers' needs along their journey



Lack of skillset



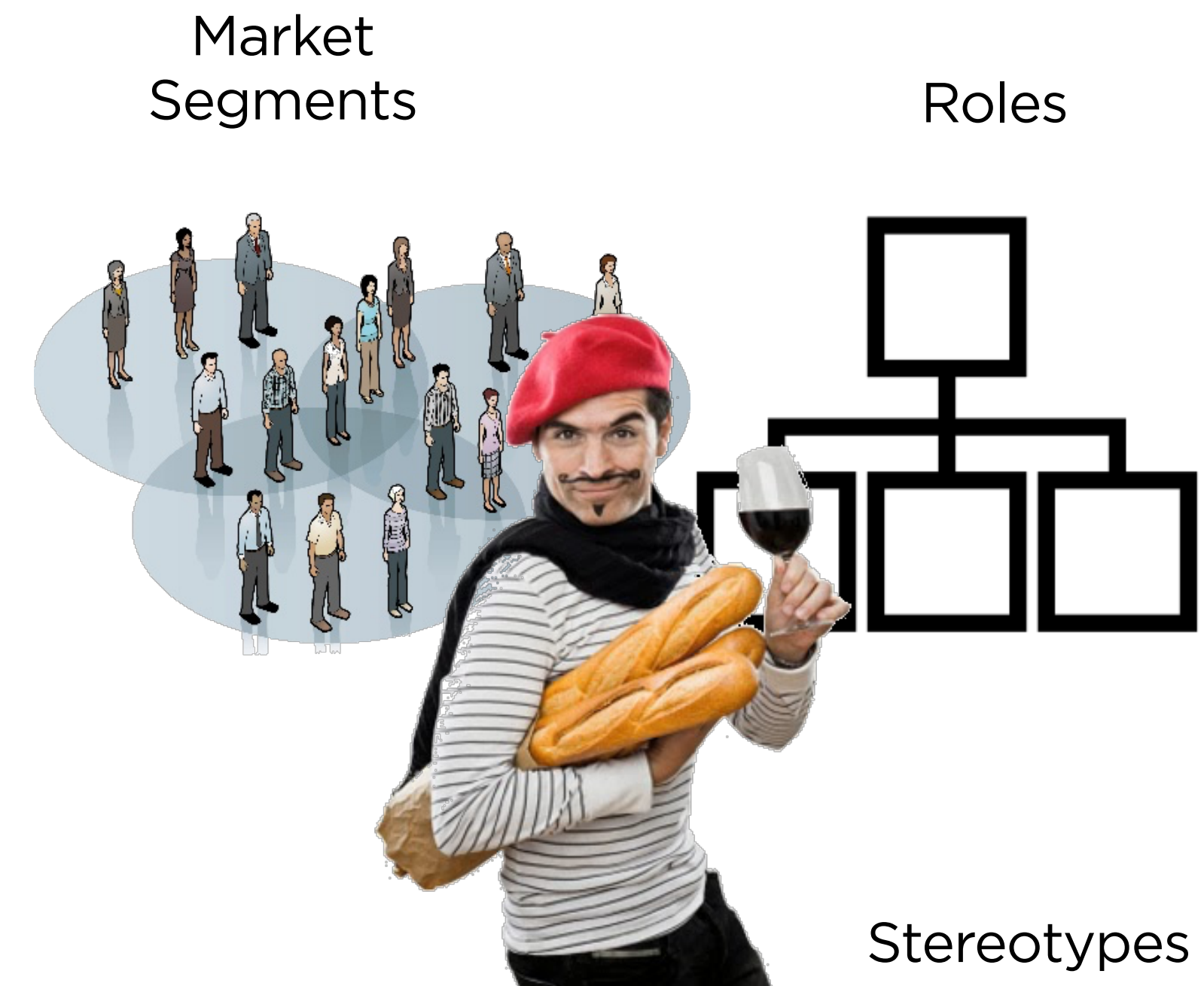
Different relationship



Biased

**You are analysing your
B2B customers the
wrong way**

Where's the empathy?



The key to customer empathy is to **understand the WHY** behind the **WHAT**.



Prefer to witness what your customers are actually doing in their own context

Leverage field studies

**Your product offering / service is
as strong as your research findings.**

**DESIGN
THE RIGHT
THING**

**DESIGN
THINGS
RIGHT**

**Understanding your B2B
customers is way more
complex than B2C**

Buying process

Longer, bureaucratic, workflows

Multiple stakeholders

Search, evaluation, purchase & use

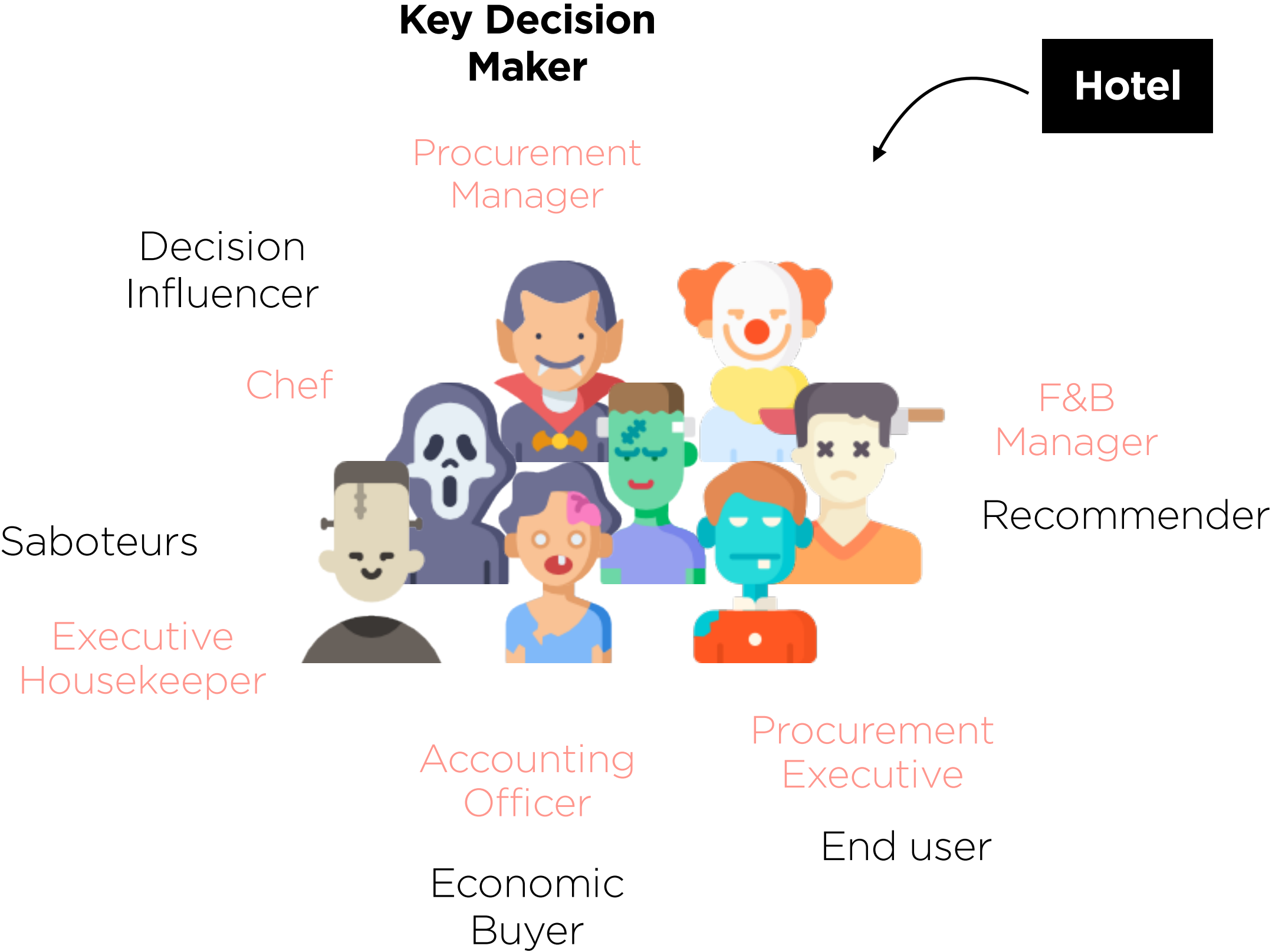
More complex value system

Dependable, collaborative, conflicting

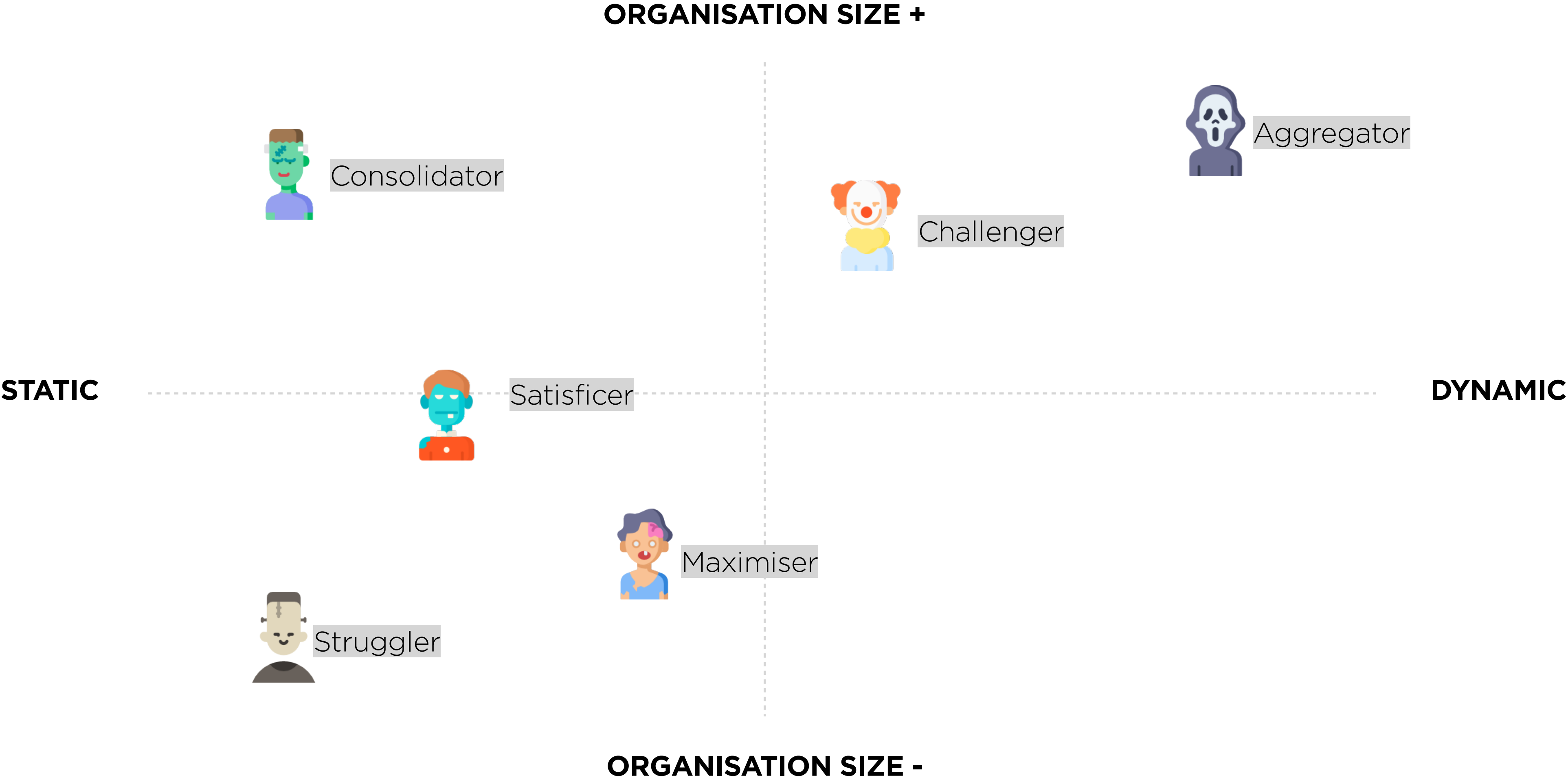
Customer Research synthesis

Persona mapping complexity

Employee
Personas

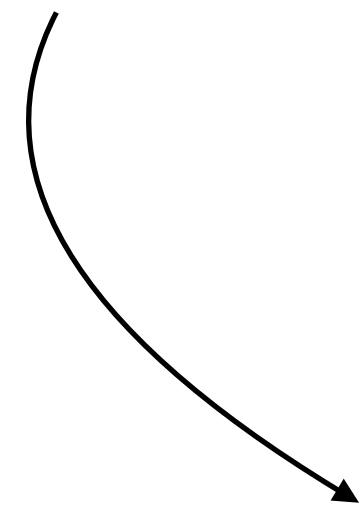


Persona map



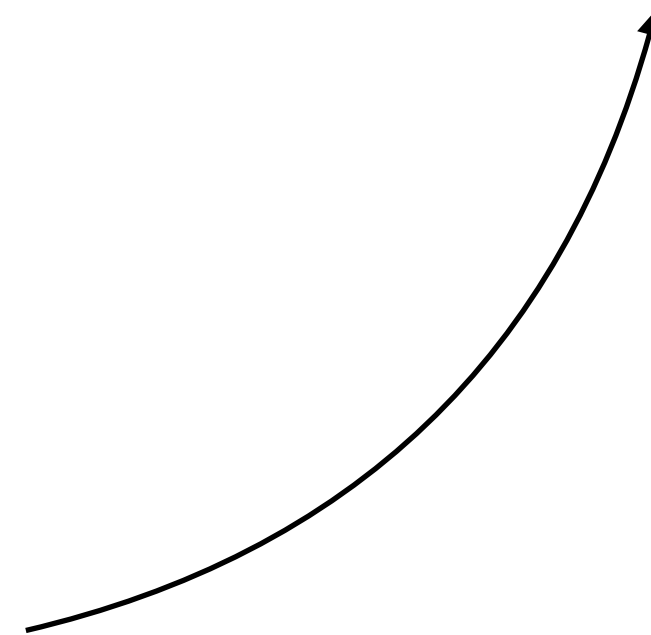
**Make research
a team sport**

#CompanyCulture



**Triangulate
customer insights**

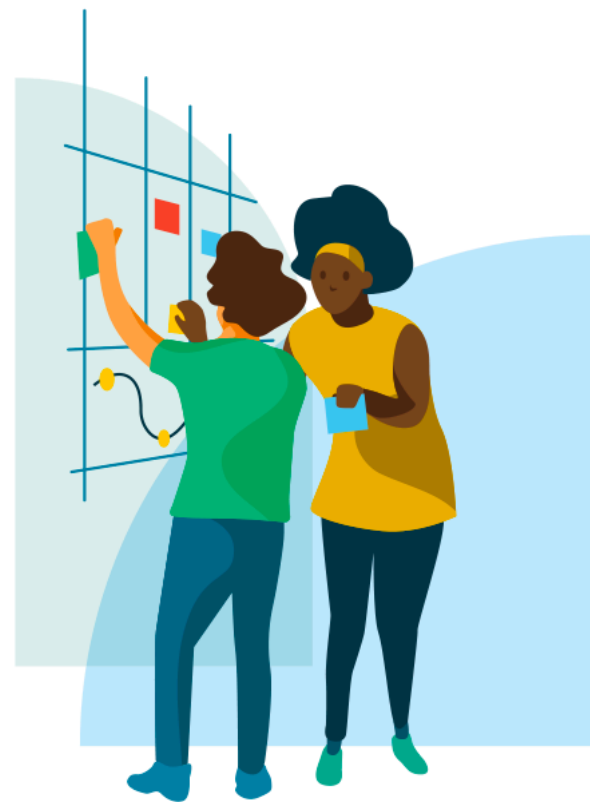
**Micro- and
macro- analyse**



Chapter II

Map your service offering

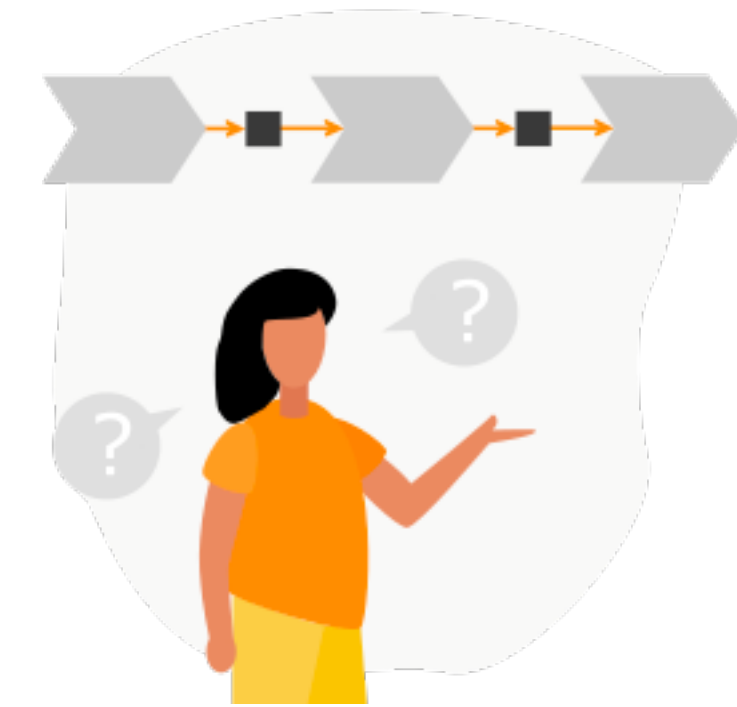
**B2B buying is a continuous
and dynamic process.**



Customer Journey maps should include business processes

Customer-oriented

Map Inside-Out & Outside-In

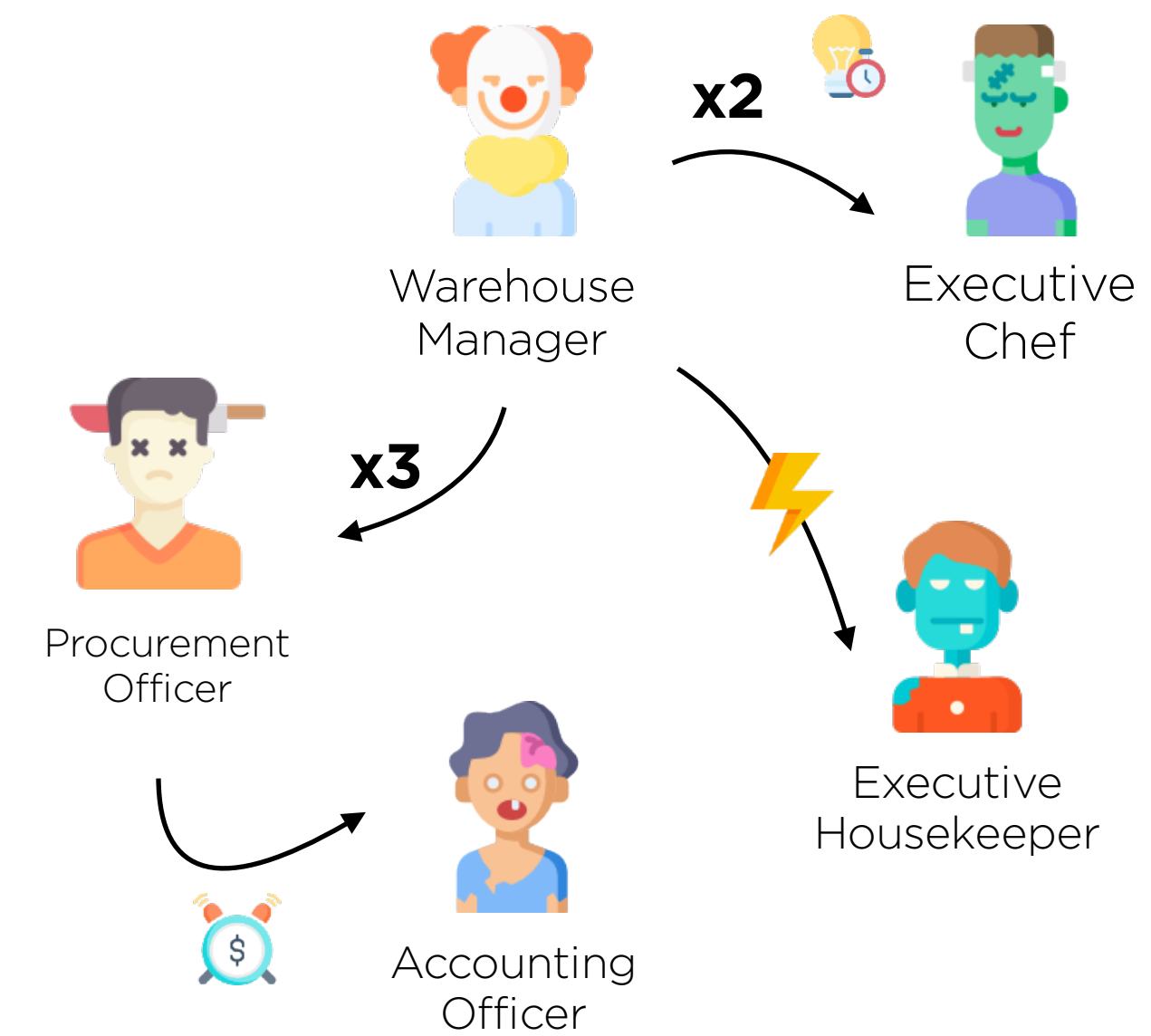


Business Flow mapping should include also customers

Business-oriented

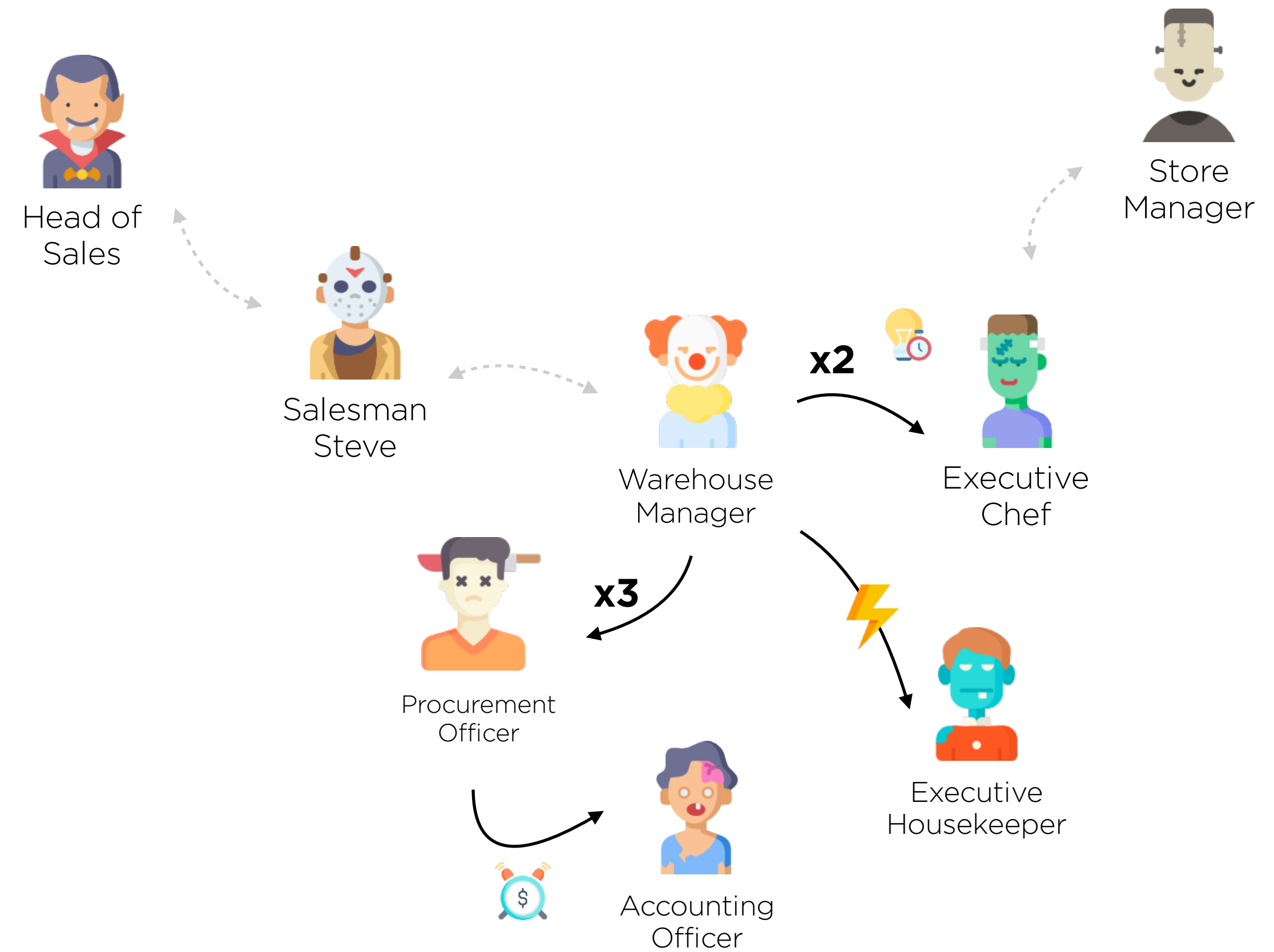
Multiple interactions within client's organisation

May affect persona's or overall feelings/attitudes/satisfaction levels.



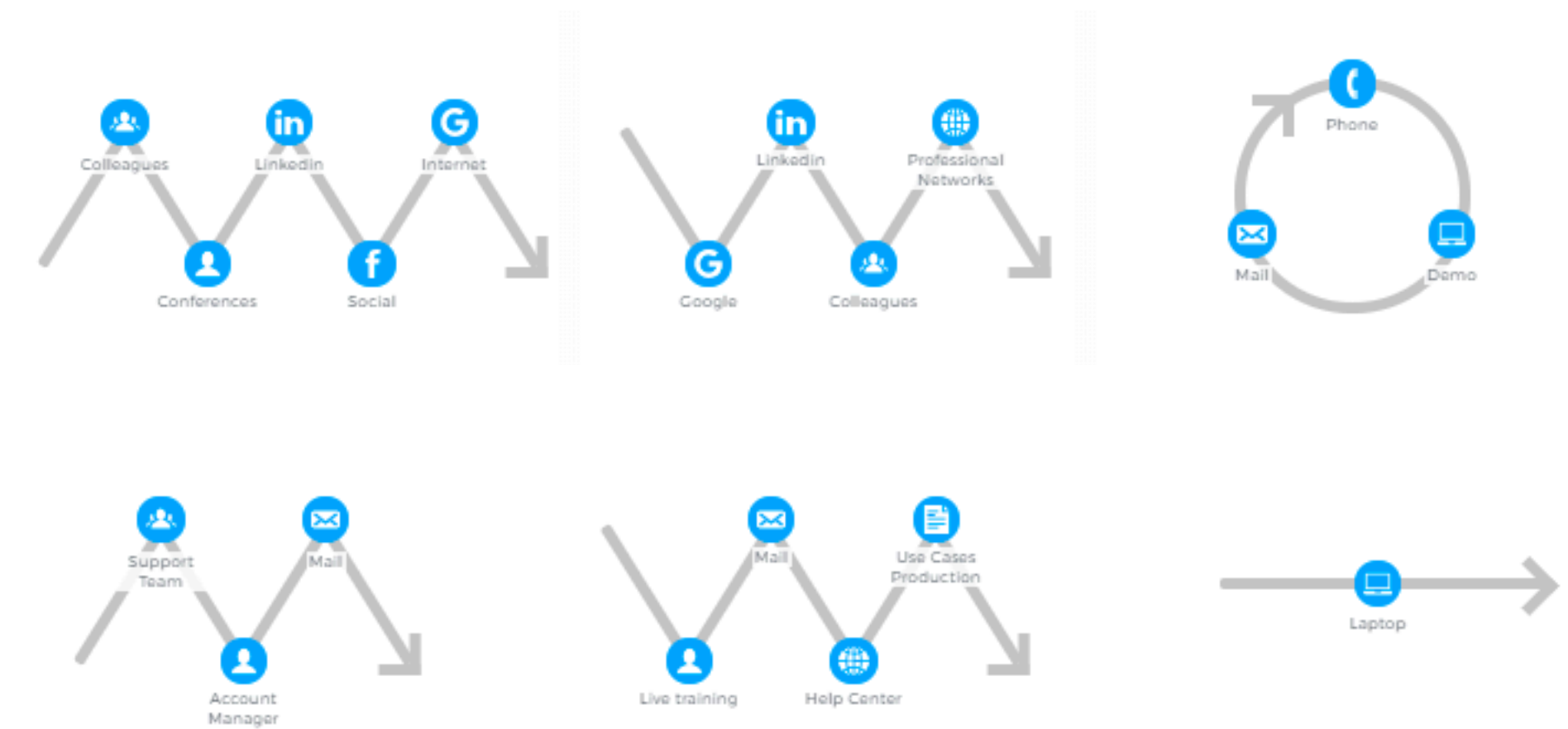
But with our employees, as well.

Sometimes happening in parallel streams



Cater for omni-channel complexity

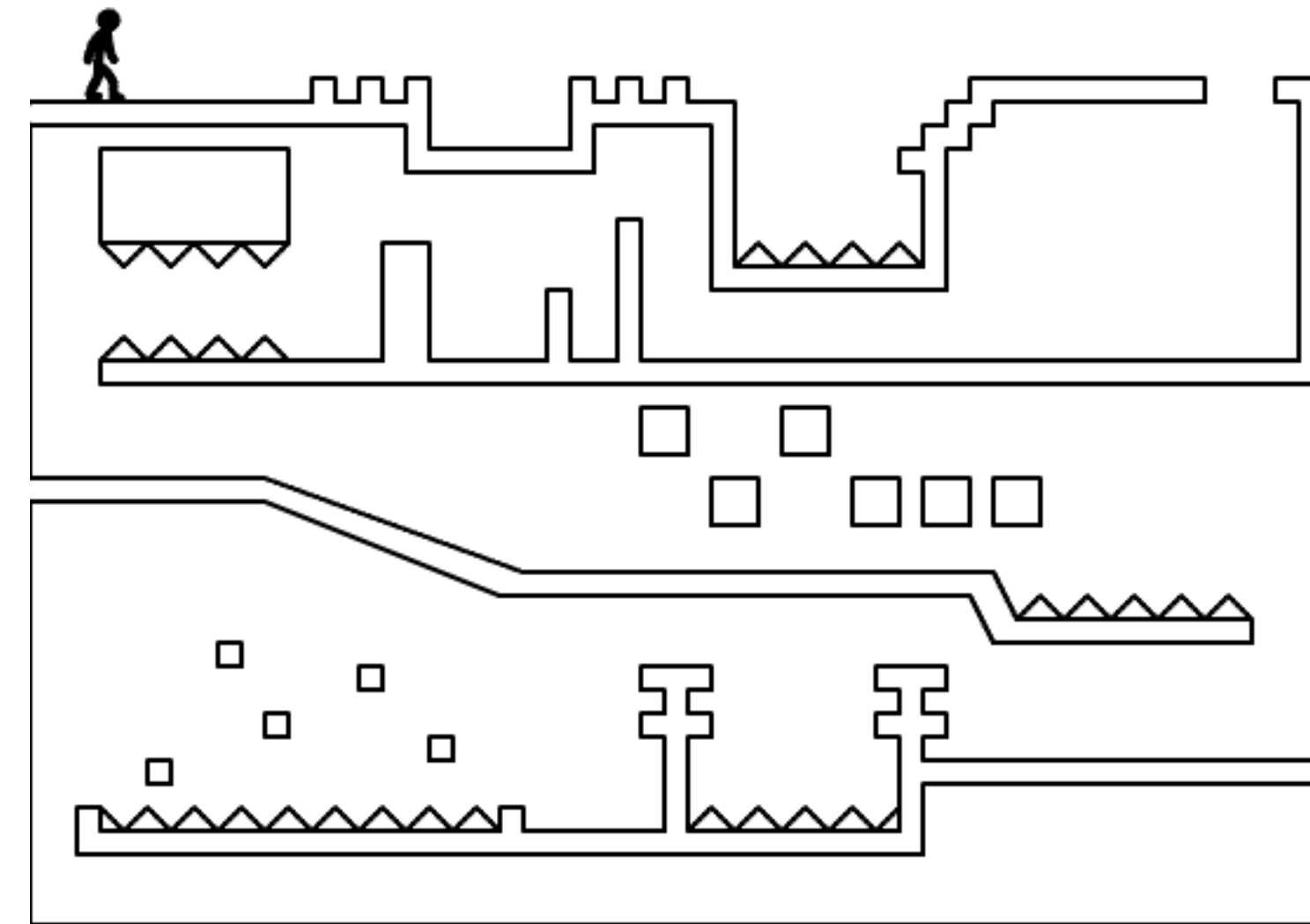
Digital & offline channels cross each other more regularly. Or follow parallel streams.



Break the experience into phases

Separate representation of complex flows may occur

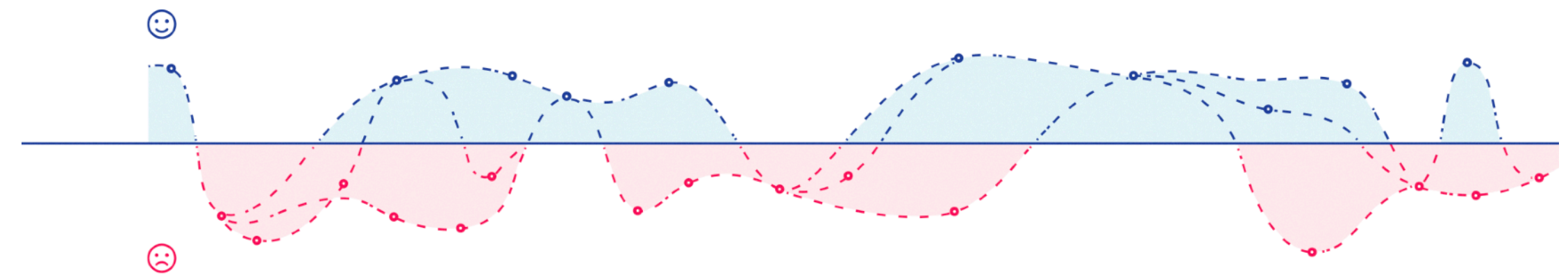
Eg. Registration



Don't forget to map also the greater picture

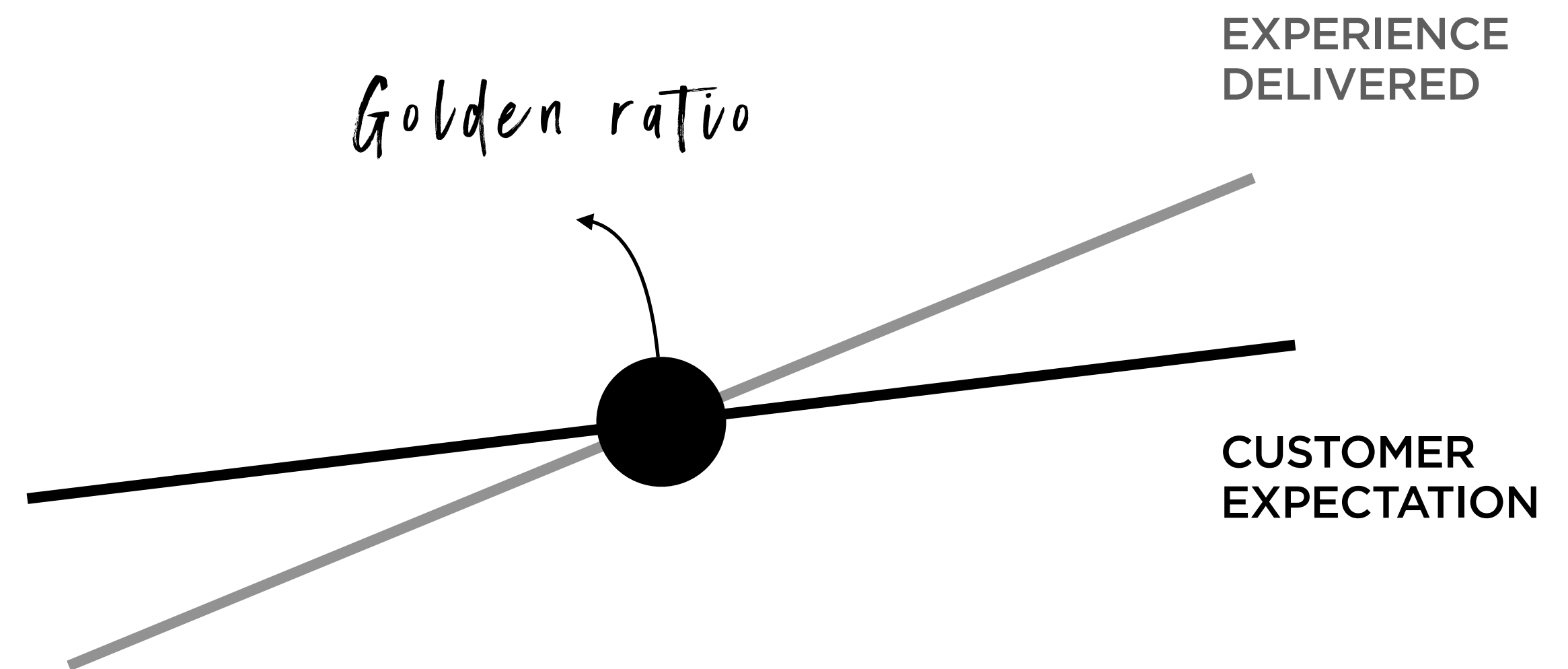
Mapping also in the client-level will provide valuable insights

Multiple feelings/attitudes throughout
the journey from different personas
within clients' business



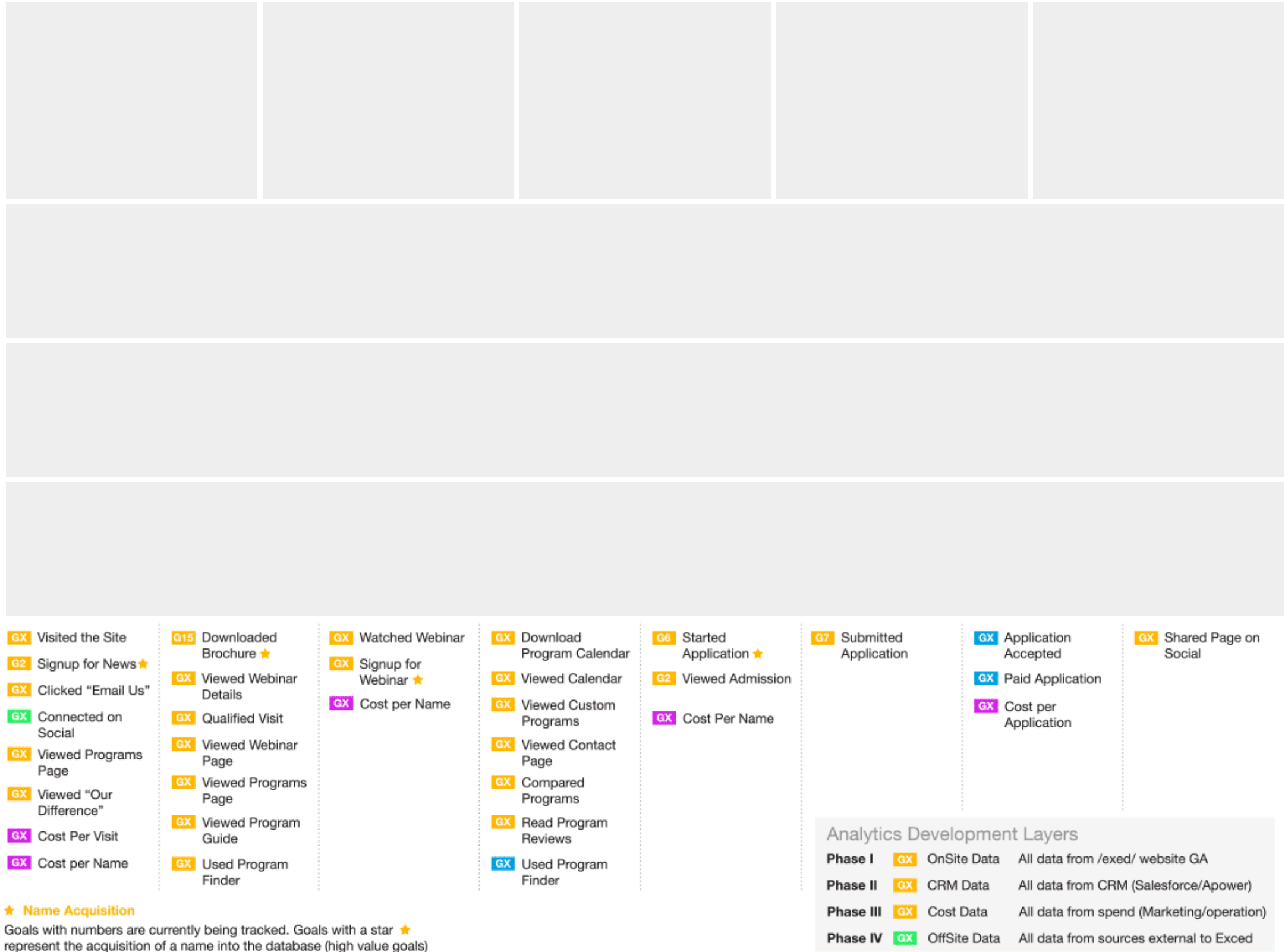
The long-term nature of the relationship demand greater balance between Customer Expectation & Customer Satisfaction

Not over- nor under-perform



Monitor metrics/KPIs for every phase of the journey

In order to evaluate, prioritise and build the Business case



A good mapping endeavour produces understanding that influences strategy & tactics.



**It's a golden pass
and a catalyst.**

Not a conclusion.



Organisational planning
Surface and prioritise initiatives
Provides guiding principles

miro Validation and Experimentation deck v.1

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DESIGNER

AGILE COACH

Monthly Product Training

Problem solving cards

Ideas

Effort / Priority matrix

Action items

Experiment #1: UX flow + Mockups

A-version

B-version

C-version

UX Research & Design

4 other use cases

Mind map

New process

My First Board

Brainstorming session

New product idea

Producting

Prototype evolution

Revises

Quick design

Brainstorming session

Mobile App

Desktop App

Surface Hub

FAQ

Activity list

Hide changes highlighting

Sep 10

Adeline Casey

add a image 11:00 am

add a image 11:00 am

edit a text 11:00 am

Hello

add a image 11:00 am

Jeremiah Wong

add a image 04:32 pm

Robert Martinez

add a text 09:00 pm

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MANAGER

Views

75%

Note: snapshots were selected to showcase mapping complexity and creative thinking (not indicative of B2B customer journey complexity).

You may be selling business-to-business but you absolutely need to start communicating human-to-human.

1

Follow a customer-centric Business Strategy



Connecting empathetically with buyers' expectations and emotions must be a core element of your messaging platform and inform every customer experience.

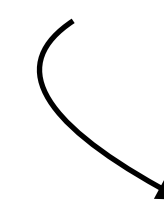
"What B2B buyers Crave", Forrester Research, May 2020

2 **Empathise & collaborate with your customers**

3 **Leverage all data!**

There is an enormous amount of data available. You can now handle **big data**, analyse them and get insights on your customers' actions, behaviours and needs.

*"Assumptions are the mother of all f*ck ups"*

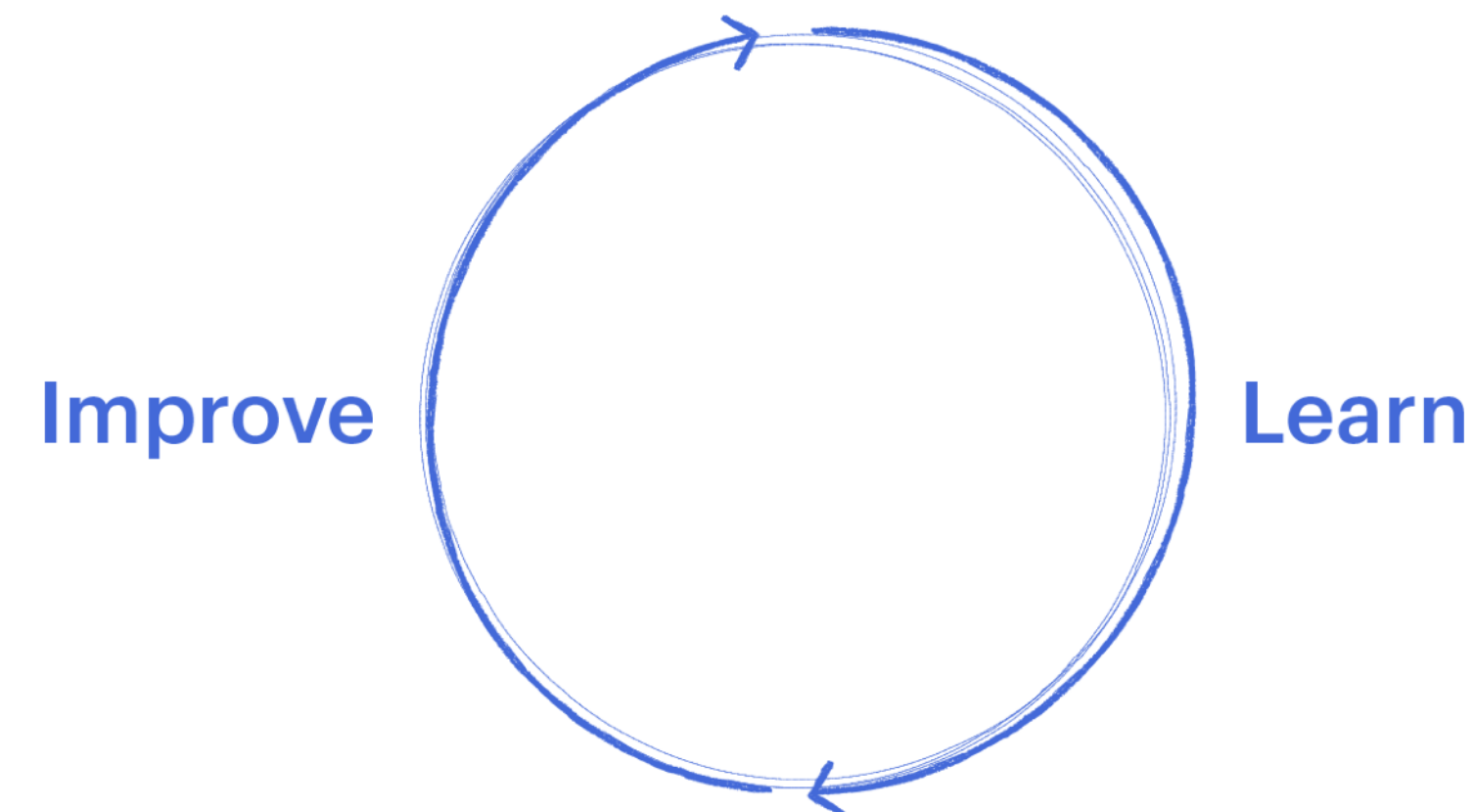


Create a collective customer knowledge.

4 Embrace customer journey's complexity

Don't oversimplify! Map carefully, systematically & holistically.

Make it an iterative process.



Relevant

Consistent

Proactive

Think omni-channel

Build across a broad array of contexts; B2B customer is not a single persona

5 Provide a personalised experience

6

Give value to your customers' Businesses

It is a partnership. Invest in them. Give them the tools they need to thrive.

Don't copy B2C experiences

Don't wait for research findings to find you. Instead, participate!

Don't do it alone, help is on the way!



Thank you!



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Let's have a chat!

