

3 Ways to Improve Your NPS with B2B Ecommerce





Improving Customer Loyalty

B2B buyers are increasingly seeking streamlined purchasing experiences, and won't put up with outdated or burdensome experiences anymore. Your business is no longer their only option.

In B2B organizations, customer retention is more challenging than ever:¹

- 62% of buyers who make weekly B2B purchases have switched sellers in 2019
- More generally, 44% of B2B buyers had switched sellers in 2019
- 36% of buyers had planned to switch in the coming year

B2B sellers need to figure out how to keep their customers if they want to survive in an increasingly competitive marketplace.

Today, increasing Net Promoter Score (NPS) is more important than ever for B2B sellers. Raise NPS by:

- 1 Empowering customers with self-service**
- 2 Delivering a tailored buying experience**
- 3 Simplifying reordering**

Here is how modern ecommerce can help you make these improvements to increase customer satisfaction.

¹ Service is the New Sales

Why Increase NPS?

NPS is measured by asking customers, “On a scale from 0 to 10, how likely are you to recommend this product/company to a friend or colleague?”

Based on their rating, the customer is classified in one of the following categories:



DETRACTORS (0-6)

Customers in this group had an unpleasant experience with your company and may voice their dissatisfaction to others.



PASSIVES (7-8)

This group was satisfied with their experience, but they may easily switch to competing companies and are not likely to recommend.



PROMOTERS (9-10)

These customers keep coming back to your product or service and refer their friends.

(Source: Data Decisions Group)

The score is calculated by following this equation:

$$\frac{(\text{Number of Promoters} - \text{Number of Detractors})}{(\text{Number of Respondents})} \times 100$$

Improving NPS is critical for B2B organizations as:



Promoters spend 3.5x more than detractors



84% of B2B decision-makers start off the buying process with a referral²



Customer retention and cross-sell increases alongside NPS

² Customer Loyalty is King Among B2B Audiences

How to Improve NPS?

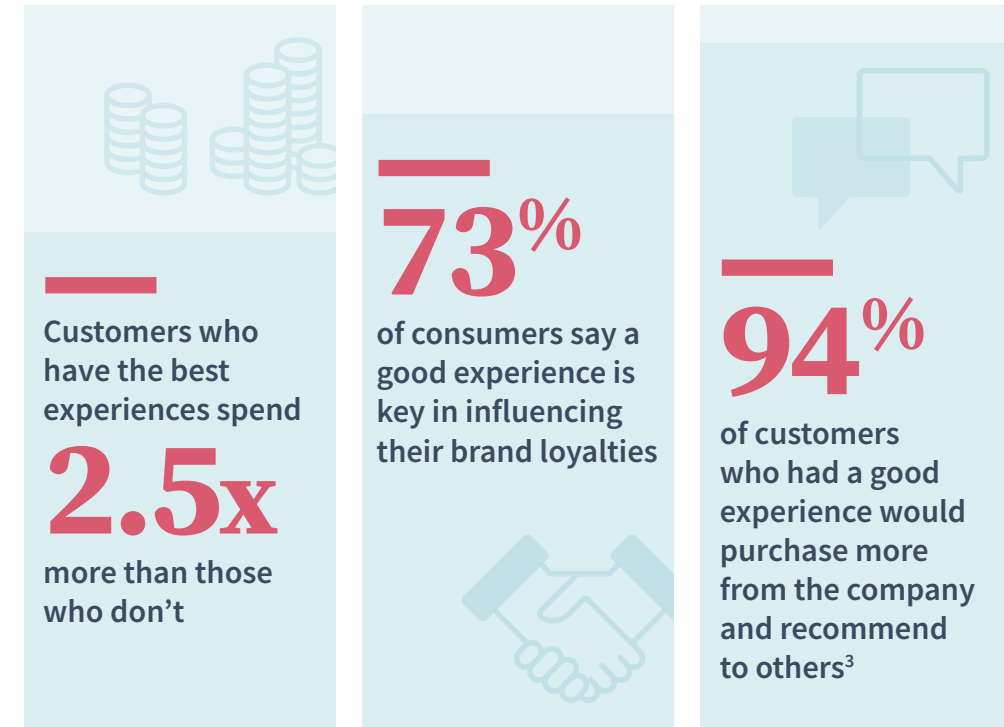
While there are many different tactics to improve customer loyalty and NPS, one of the most direct and impactful approaches is to provide an experience that customers would gladly recommend to others.

To begin delivering those excellent experiences your customers are looking for, you'll need to bid adieu to older, legacy systems and welcome modern commerce solutions.

It's never easy to say goodbye, but as loyalty grows more difficult to cultivate, businesses must learn how to leverage innovative tools to capture the hearts of their customers.

Let's take a look at how you can begin to increase loyalty and raise NPS with modern ecommerce.

3 50 Statistics that Prove the Value of Customer Experience



1

Modern Ecommerce Empowers Customers with Self-Service

Your buyers want to be able to manage their own journey without needing to reach out to their account manager for every task. Studies show that:

- 87% of B2B buyers want to self-service part or all of their buying journey.
- 71% of business buyers say that self-service availability impacts their loyalty.
- In a McKinsey survey of 1,000 B2B decision makers, lack of speed in interactions was the top pain point.⁴

⁴ Customer Loyalty is King Among B2B Audiences

With self-service, customers will be able to:

- **Manage and update** their account information
- **Add new roles, users, and workflows** to adjust permissions and views for team members
- **Independently access and download** important documentation and contracts

By empowering customers with these ecommerce capabilities, buyers gain the time back to focus on more important tasks.



2 Modern Ecommerce Delivers a Tailored Buying Experience

B2B companies have typically fallen a few steps behind their B2C counterparts in offering excellent customer experiences. But they are catching up, especially when it comes to understanding the need to boost customer loyalty and repeat purchases.

However, many assume that since their buyers have heightened purchasing expectations from B2C, they need to offer an experience that's identical. However, this isn't always the case.

Your buyers want the *convenience and personalization* of their Amazon experience, but they want it adjusted for the complexities and unique needs of their B2B buying process.

45% of B2B sellers have lost a customer due to the quality of their commerce experience.⁵

It's not enough just to have commerce technologies in place. Your business needs to have solutions that are tailored to B2B specific needs.

Empower your buyers to do their job more efficiently with a B2B commerce platform that can:

- **Deliver personalized experiences** to customers based on their unique business requirements and contracts
- **Tailor information and catalogs** according to contracts, regions, and available products
- **Give buyers insightful product information** to make the correct purchases

⁵ Choose a B2B-First Platform

3 Modern Ecommerce Simplifies the Reordering Process

Your buyers are busy. Even standard B2B purchasing experiences are complex. So, if your purchasing experience is more streamlined and efficient compared to competitors, buyers will have a compelling reason to become a customer and purchase more frequently.

Because B2B buying journeys are much more multifaceted and longer, B2B buyers often rely on the sellers to remind them when to reorder.

However, many sellers do not have the functionalities to easily alert their buyers or to allow their buyers to quickly reorder, without needing to manually select each item and place the entire order again.

86% of a McKinsey survey respondents said that they prefer using self-service tools for reordering, rather than talking to a sales representative.⁶

With a B2B commerce platform, buyers can expedite reordering by:

- **Automating the ordering process** based on past purchases
- **Delivering scheduled reminders** either through email, SMS, or customer portal notifications
- **Triggering notifications** when specific products are back in stock

⁶ Finding the Right Digital Balance in B2B Customer Experience





Increasing Loyalty with Modern Ecommerce

Today's global B2B marketplace is filled with extraordinary pressure and competition. In order to rise to the top and increase the number of promoters for your business, you'll need to adopt customer-centric technology like a modern commerce platform.

Liferay Commerce can help you see the growth you're looking for with tailored, B2B experiences that keep your customers coming back.

[Learn More >](#)



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