

How to Use Personalization to Reduce Cost-to-Serve

According to a survey conducted of over 200 B2B sales and marketing professionals, more than half (54%) believe that it's harder to get personalization right in B2B than in B2C.¹

B2B marketers understand the importance of personalization, but certain factors such as lengthy sales cycles, complex workflows, and disparate technologies prevent businesses from really taking advantage of personalization.

But the most tailored experiences don't only come from a 1:1 customer service interaction. Use digital personalization to both improve customer experience and lower cost to serve.

Let's see how your business can leverage personalization in three key ways that will help reduce costs, while serving the customers' needs.

How Personalization Can Cut Customer Service Costs

95% of companies increased profitability in their personalization efforts, often seeing 3x ROI come in as a result.² Additionally, personalization can also reduce acquisition costs by as much as 50%.³



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50%
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And yet, 42% of B2B marketers in the same survey said that their marketing efforts were not fully personalized.

In order to deliver the tailored experiences customers are looking for, businesses need to implement technologies that enable in-depth personalization.

The benefit of these tools is twofold: customers get the helpful, tailored interactions they're looking for and customer experience teams can cut service costs and leverage their efforts for more strategic initiatives.

Here are three ways B2B organizations can use personalization in orders to meet customer expectations in a cost-efficient manner.

¹ B2B Marketers Say Personalization is Harder for Them Than for B2C. Are They Right?

² 50 Stats Showing The Power Of Personalization

³ 45 Statistics Why Personalization is Important in Digital Marketing

3 Ways to Leverage Personalization to Reduce Cost-to-Serve

Here are a few ways B2B organizations can use personalization in order to meet customer expectations in a cost-efficient manner.

1. Surface Relevant and Important Information

Make purchasing easier with personalization. Help buyers cut through the noise by targeting the resources and information most relevant to their role and needs.

Over 50% of consumers say that the main reason they cannot resolve an issue on their own is because they are unable to search for the information online.⁴

Alleviate these frustrations by automatically surfacing the information customers require to make informed purchases without needing to directly contact a representative.

Leverage personalization to efficiently organize content and product information so customers can quickly and easily find the information they need to evaluate, compare, and make a purchase. After all, if they can't find your product, they will either contact a sales representative or abandon their effort altogether.

2. Create Tailored Shopping Experiences

According to Gartner, 77% of B2B buyers state that their latest purchase was very complex or difficult.⁵ But with personalization, sellers can deliver tailored experiences that make it easier for customers to purchase.

However, your sales team won't have the time or energy to manually customize each of these interactions.

Instead use personalization directly through your e-commerce site to deliver tailored experiences by:

- **Defining specific audience segments** based on roles, account, location, and purchase history.
- **Building custom workflows** according to different business purchasing processes, purchase sizes, or product type.

⁴ Customer Service Stats

⁵ New B2B Buying Journey & its Implication for Sales

- **Personalizing catalogs and pricing** to target the right segment at the right time to optimize their budget.

3. Deliver Personalized Experiences Across the Entire Journey

Personalization isn't just used to attract new customers or encourage purchases. Personalization can also be an effective tool during the post-purchase and retention phases.

With personalization, businesses can continue to provide value to their customers even well after their initial purchase by:

- **Automating reordering process** so that buyers don't need to repeat steps every time they place a similar order.
- **Upselling and cross-selling** with relevant recommendations using AI/ML capabilities.
- **Triggering automated alerts** when specific products are back in stock and reminding customers to place orders.
- **Recommending relevant content and information** based on previous purchases, buyer role, and organization needs.

Not only does delivering personalized experiences post-purchase encourage repeat purchases, but it also conveys a deeper commitment to customers. By implementing personalization throughout the customer journey, businesses have seen a boost in customer growth rates by 6% to 10%.

What's Preventing Personalization?

However, B2B businesses struggle to get personalization right due to a variety of challenges:

64% of B2B marketers said they do not have enough data for personalization.⁶

Marketing leaders report that 78% of them struggle to scale personalization.⁷

40% of marketers say their biggest challenge with personalization is linking to data-related technologies.⁸

Before businesses can even deliver tailored content and product recommendations, they need to have a strong data foundation. Not only do businesses need to be able to pull in the right data, but they need to have the right systems in place to be able to leverage this data in meaningful ways.

The Right Solution to Deliver Personalized Experiences

What innovative businesses are now adopting is digital experience platforms (DXPs). DXPs are uniquely designed to be integration hubs, bringing data, systems, and applications together into a single platform. This allows businesses to connect data across different touchpoints and then use that data to create different segments, personalize content, and gain a deeper understanding of their customers.

But DXPs not only allow businesses to bring everything together, but also equip businesses with out-of-the-box features to build powerful digital solutions, such as a customer portal.

Among DXP vendors, rely on one that has been recognized for its robust integration capabilities and fit for B2B use cases: [Liferay DXP](#).



Moving Forward

Learn more about how you can use [Liferay DXP](#) to reduce your cost-to-serve ›

⁶ 60+ Personalization Statistics Every Digital Marketer Must Keep in Mind

⁷ 45 Statistics Why Personalization is Important in Digital Marketing

⁸ 24 Data-Backed Reasons to Personalize Your Marketing



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