



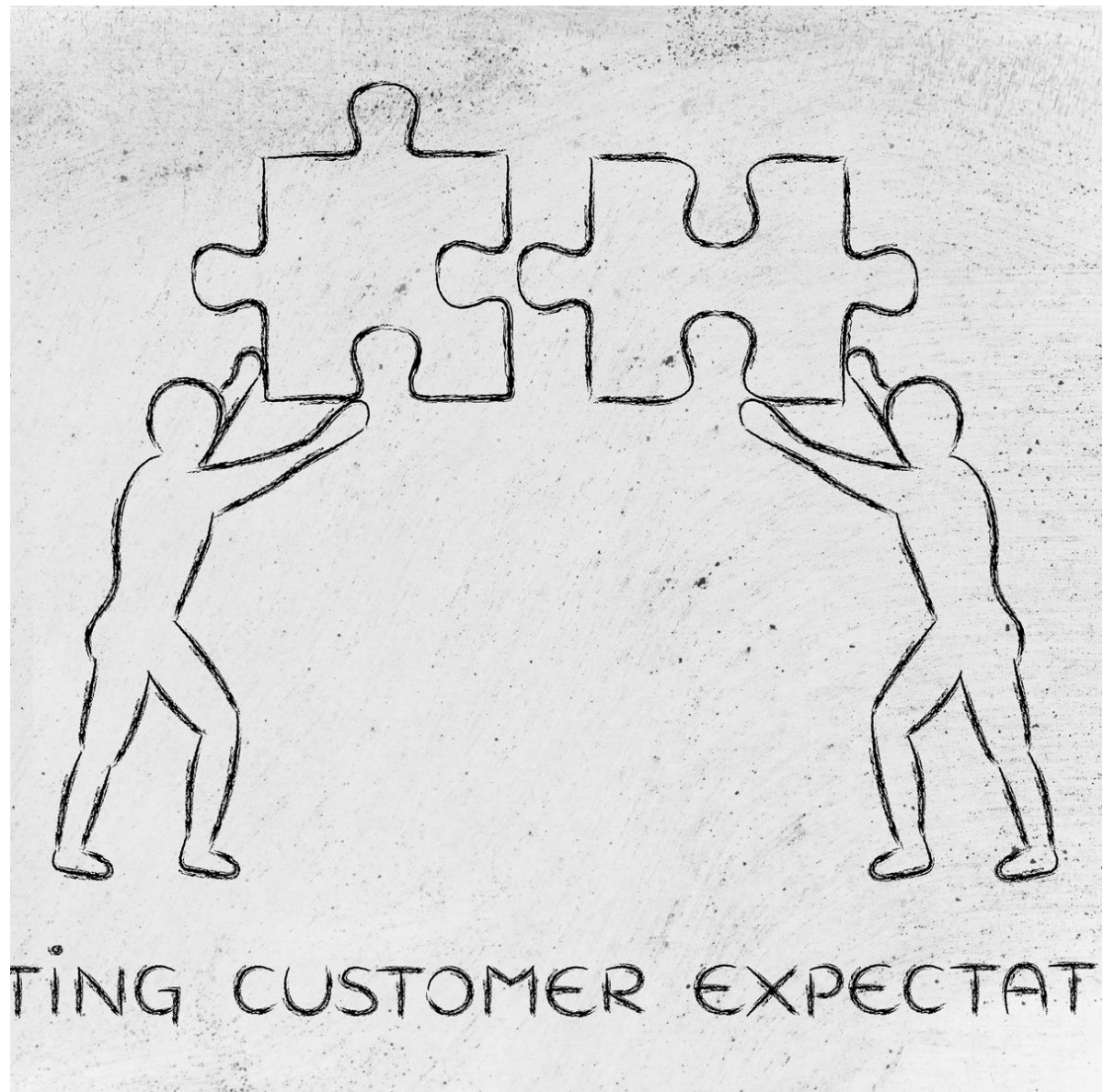
The B2B New Customer:

Global Survey of what business buyers want and how company operations must change

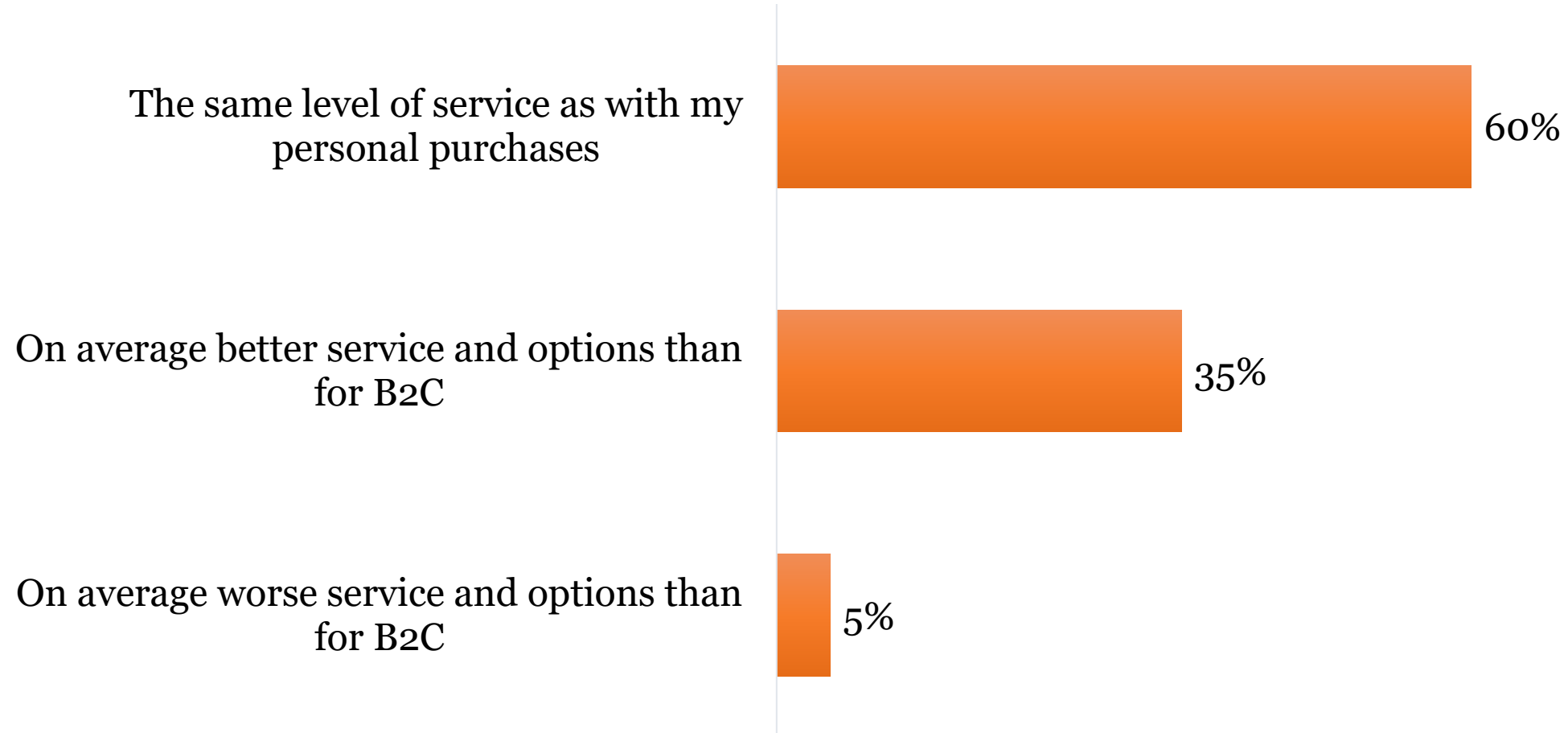
Headlines

- B2C expectations are re-shaping the expectations of B2B buyers
- Speed matters! 58% of the respondents are expecting delivery within 48 hours.
- Top 3 buying criteria are the same but more weight on Customization, Environmental Impact and Supplier Credibility
- Customer reviews are even more critical in making a buying decision.

B2B Expectations

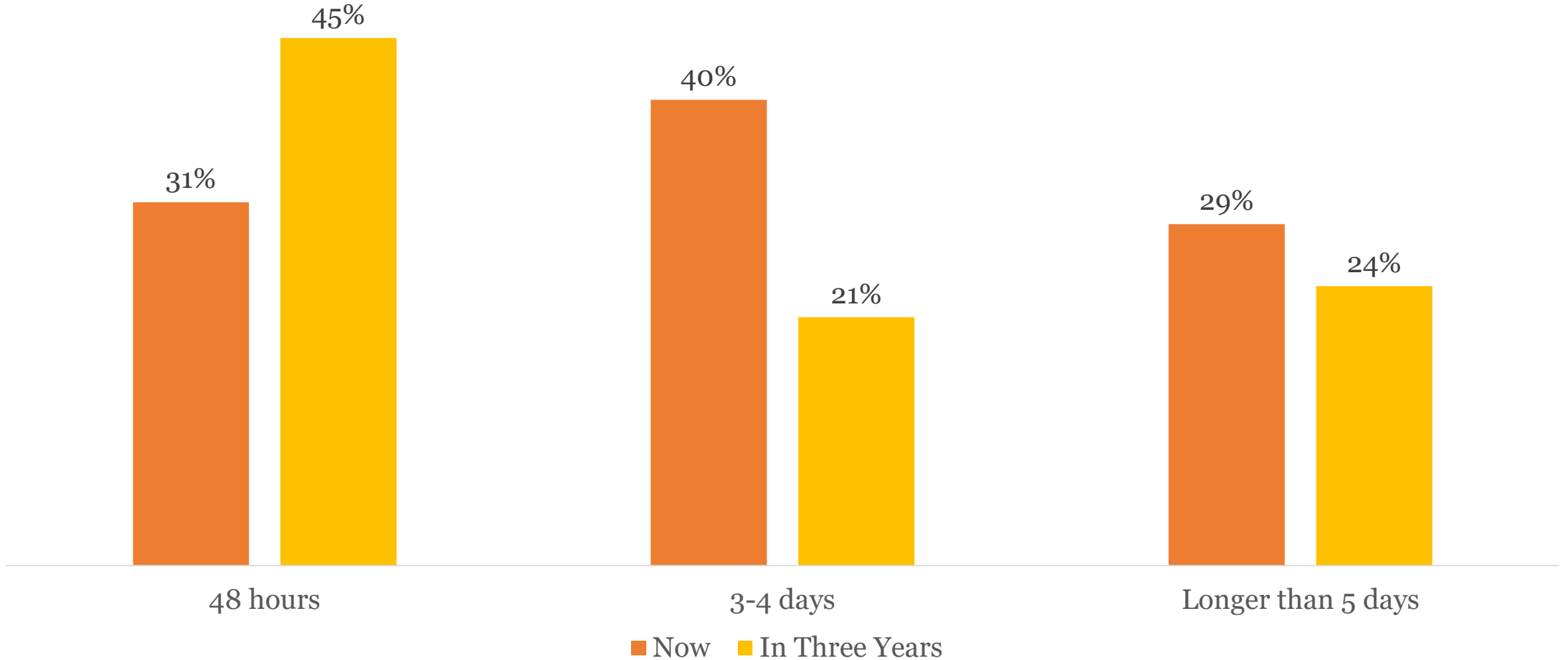


B2C expectations are re-shaping the expectations of B2B buyers



Q. When purchasing for your own business or job, you expect:

Speed matters! 58% of the respondents are expecting delivery within 48 hours.

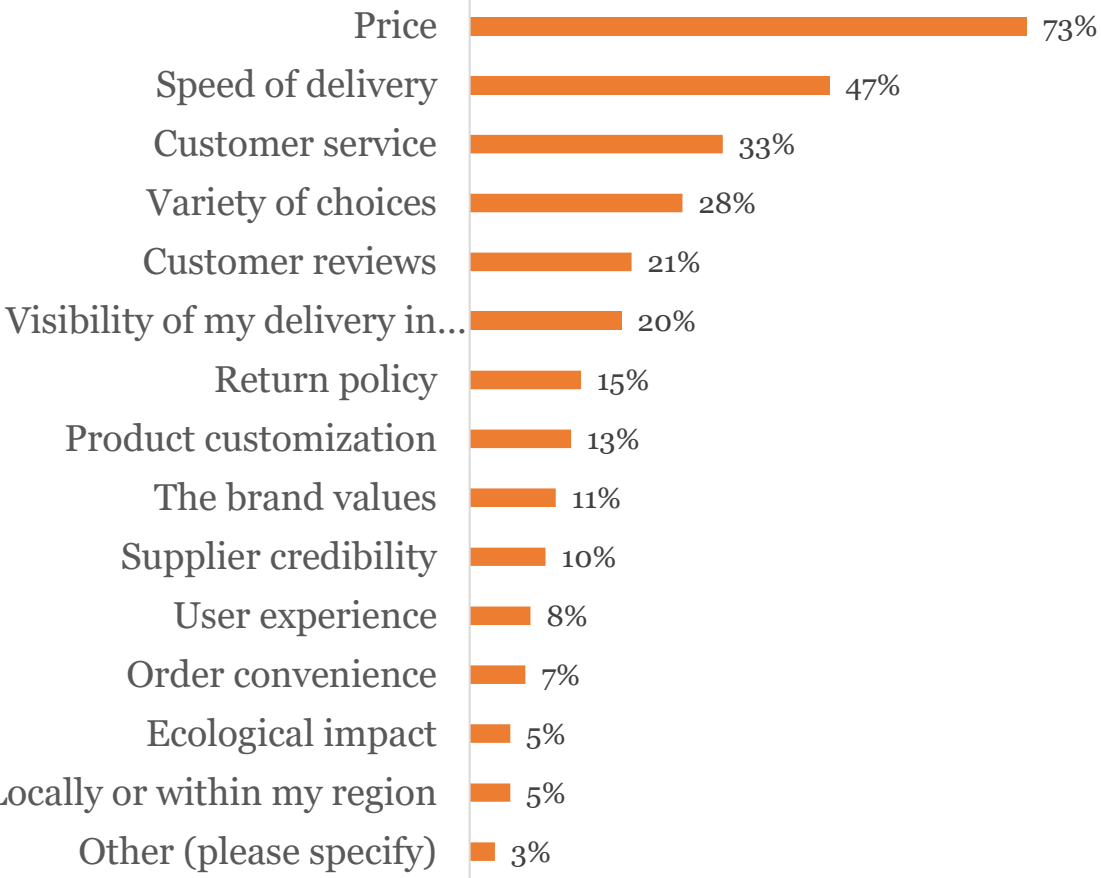


Q. What is an average delivery time for your B2B orders now?

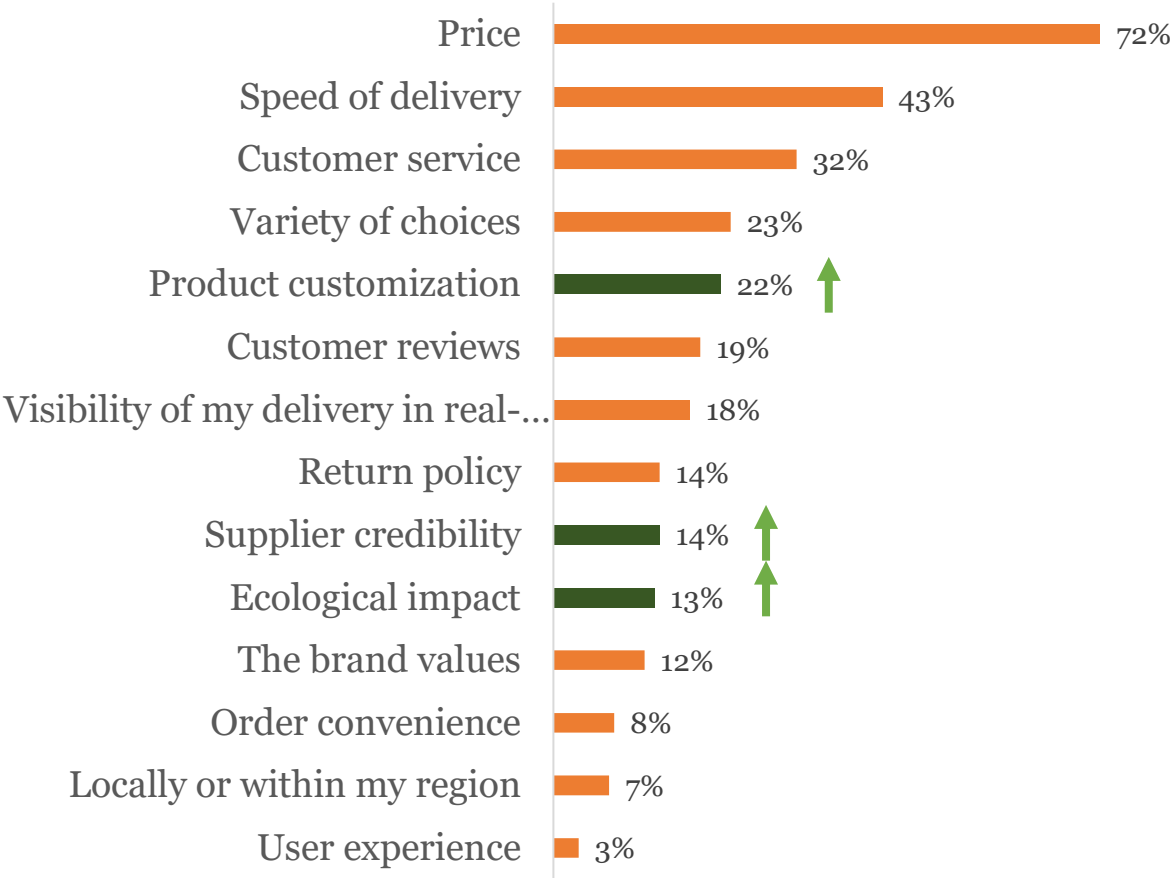
Q. Ideally, what do you want to see delivery times over the next three years for B2B order?

Top 3 buying criteria are the same but more weight on Customization, Environmental Impact and Supplier Credibility

Now



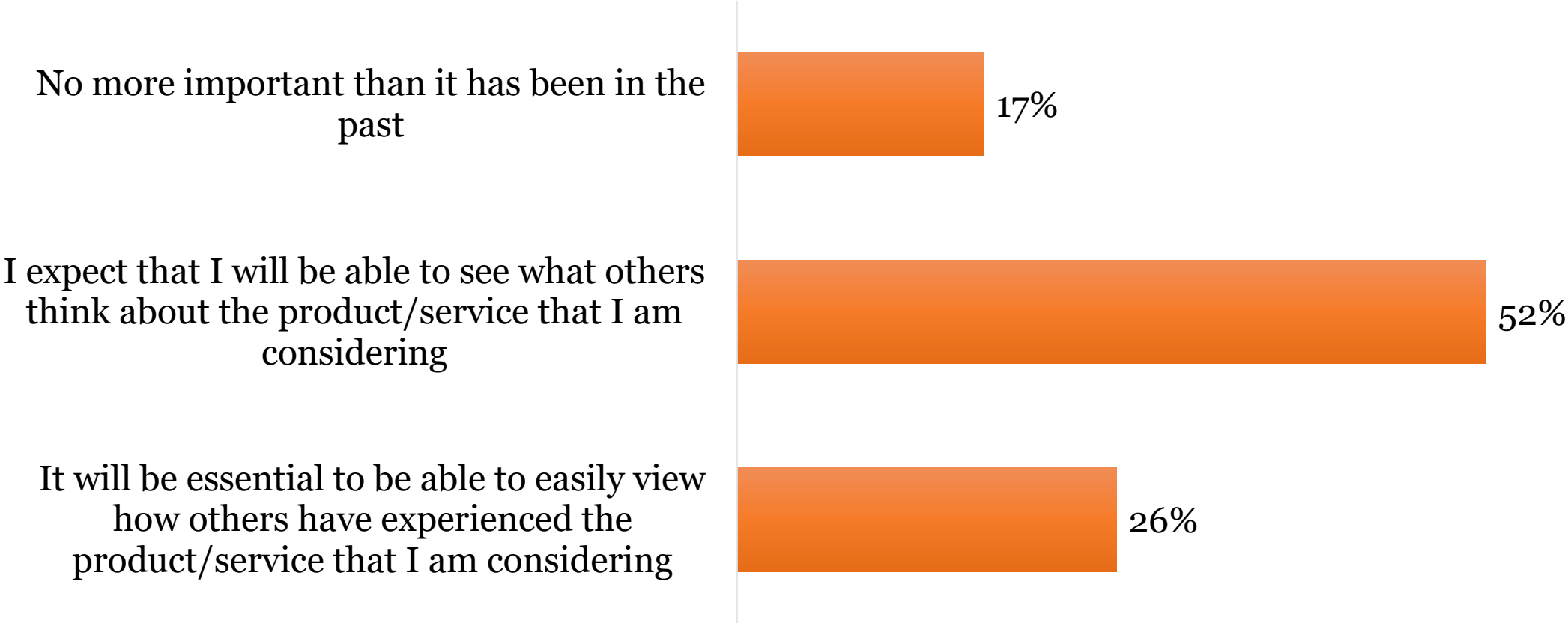
In three years



Q. Please select the top 3 priorities when buying B2B products for your business or job now.

Q. Please select the top 3 priorities when buying B2B products for your business or job in the next three years.

Customer reviews are even more critical in making a buying decision.



Q. How important is to know what other B2B customers think about a product or service that you might buy?

Digital Supply Chain Implications



- The New Customer is the future of your business, and the supply chain must change to meet expectations
- New Customer data must be gathered and used to guide transformation
- Changing supply and distribution locations is essential in order to meet the need for speed
- People must be trained to lead with the New Customer in mind, and data smart people must be hired
- Technology has to be re-thought with a view towards rapid decision making
- Direct-to-Customer must become a way of life



Call To Action

- Focus transformation teams on the New Customer
- A cross-functional team of Sales, Finance, HR and Supply Chain must take charge of change and establish new performance metrics
- Get them the data they need to make transformation happen
- Don't approach this scale of change with the traditional approach to change leadership!
- Set clear quarterly DSC performance metrics so that progress and people can be measured on change execution
- Execute as if your company's life depended on it...while having fun!



END



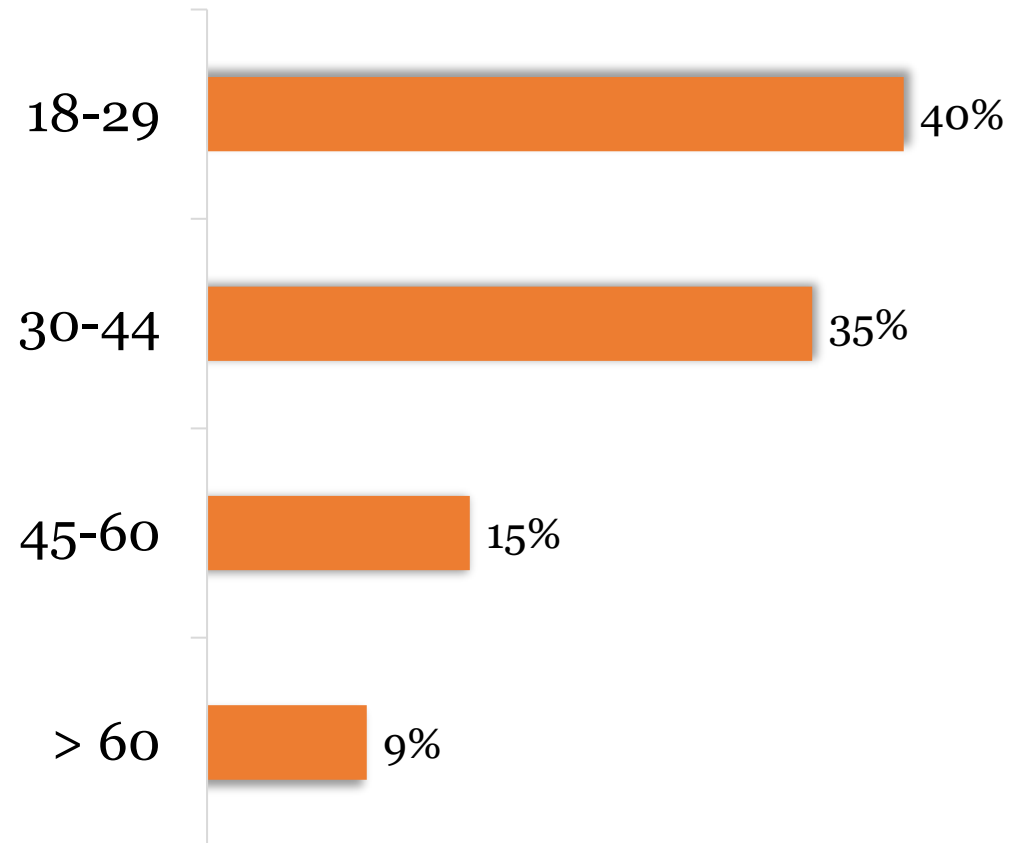
Survey Demographics

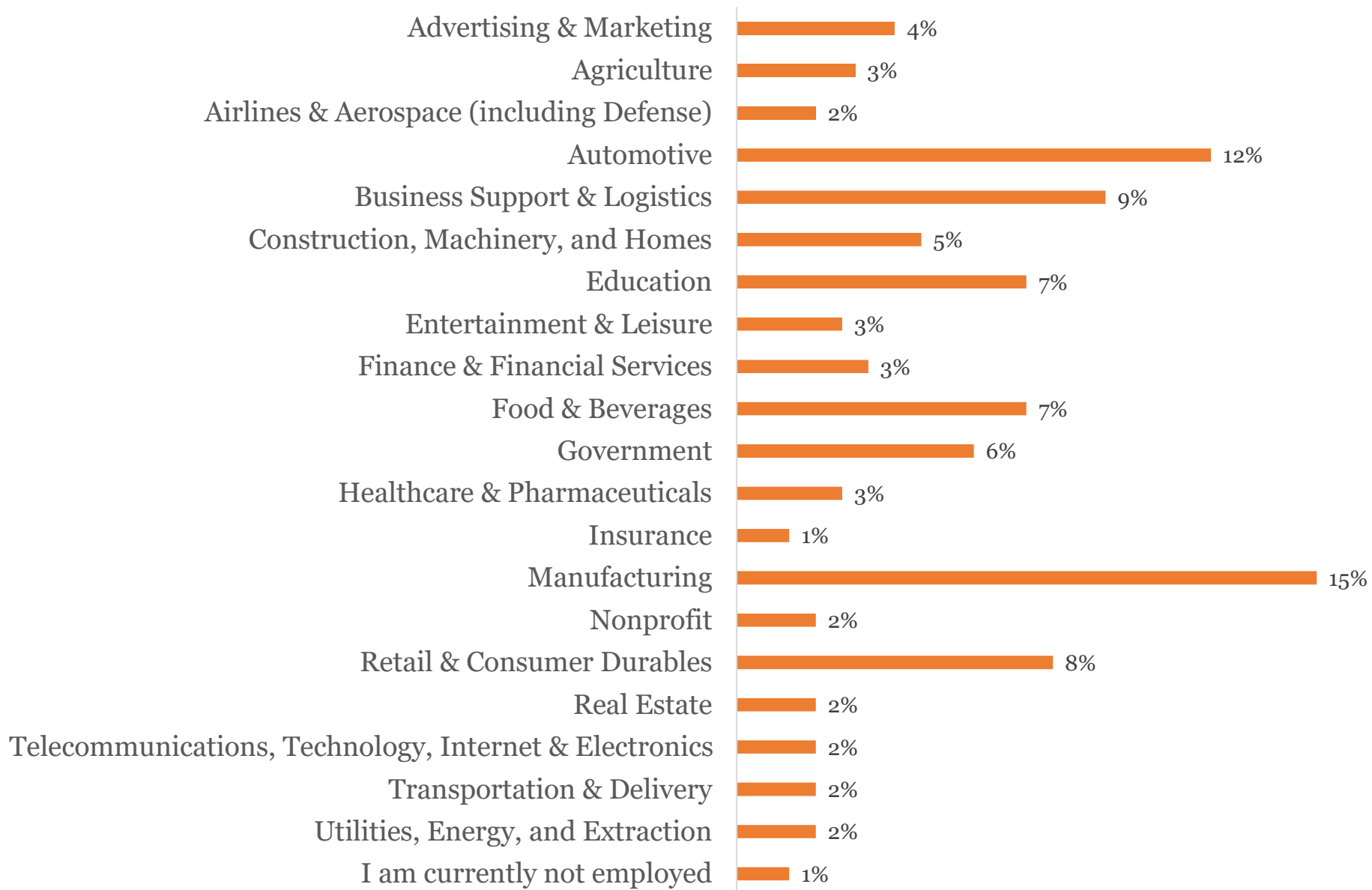


Gender



Age





Q. Which of the following best describes the principal industry of your organization?

Geographical Distribution

