

B2B Customer Journey Maturity Infographic: 5 Key Takeaways

The State of B2B Customer Journey Maturity Report, published by London Research in partnership with Adobe, is based on a 2022 survey of more than 600 B2B professionals.

The research looks in depth at the make-up of the current B2B customer journey, the challenges companies face, and the use of technology for more seamless and personalised journeys. It explores how 'leaders' differ from the mainstream in how they approach the customer journey, and sets out 16 characteristics of organisational maturity.

1. Less than a fifth (18%) of respondents describe their companies' ability to provide seamless customer journeys as 'advanced'.

Nearly all companies have opportunities to enhance the experiences they provide to their contacts and accounts through a more joined-up approach, underpinned by the right culture and better use of data and technology.

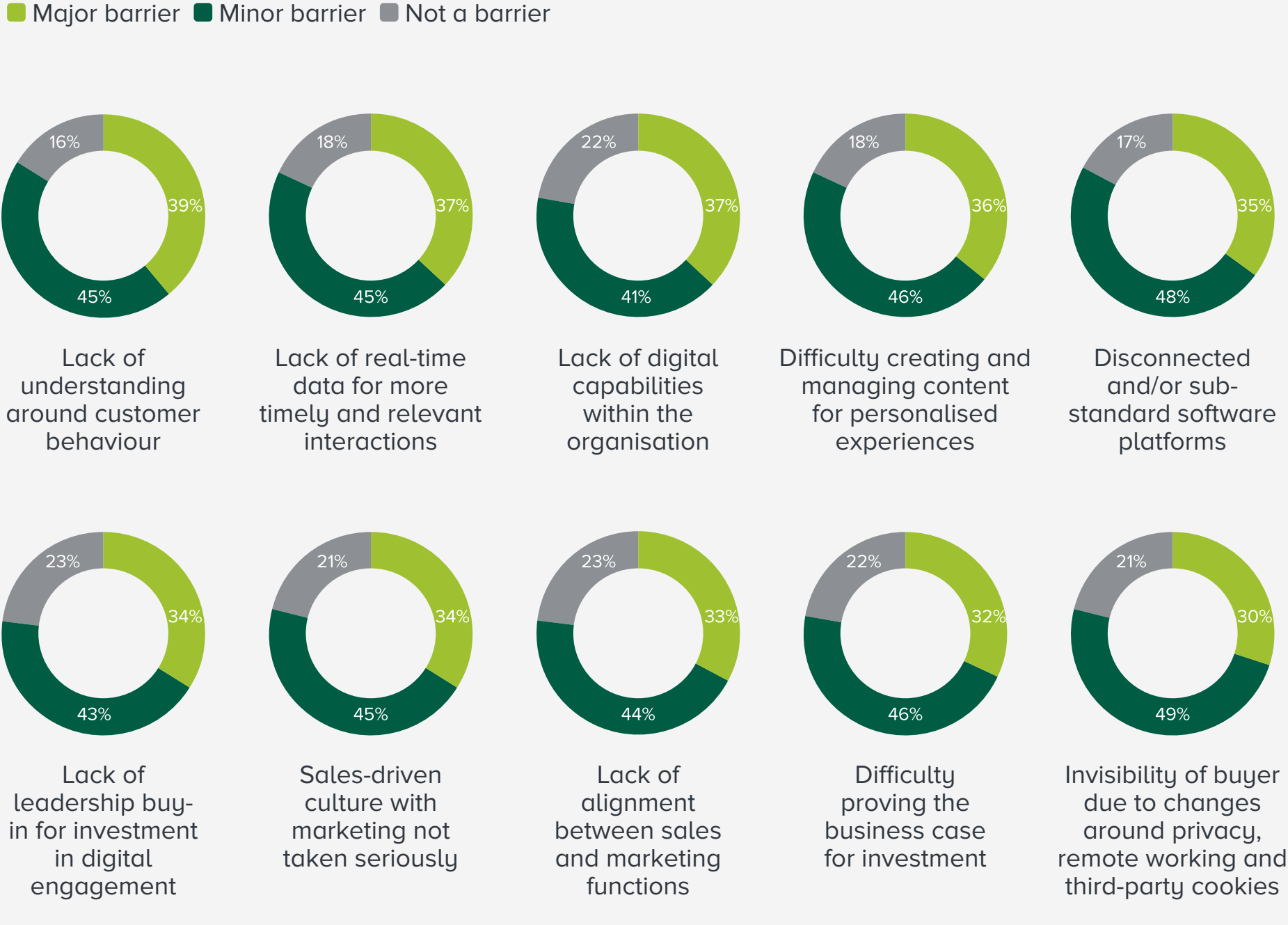


2. Companies use an average of 11 channels to engage with B2B customers and prospects on the customer journey, including six primary channels and five secondary ones.



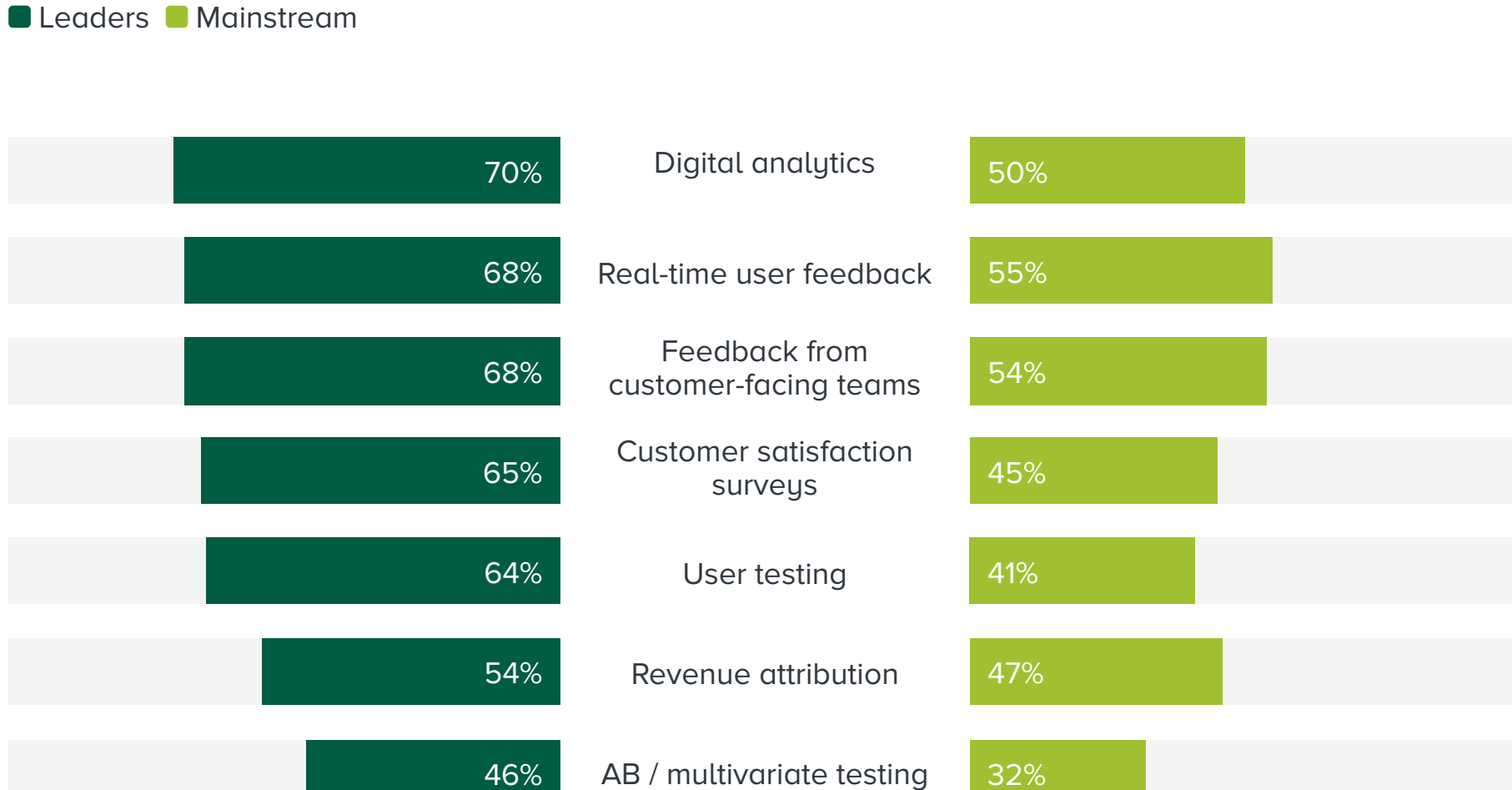
3. The greatest barrier to creating a seamless B2B customer journey is the lack of understanding around customer behaviour and intent.

Lack of actionable real-time data, and lack of digital capability within the organisation, also feature prominently as challenges.



4. Leaders in B2B customer journey management draw on more data, from more sources, than their mainstream counterparts.

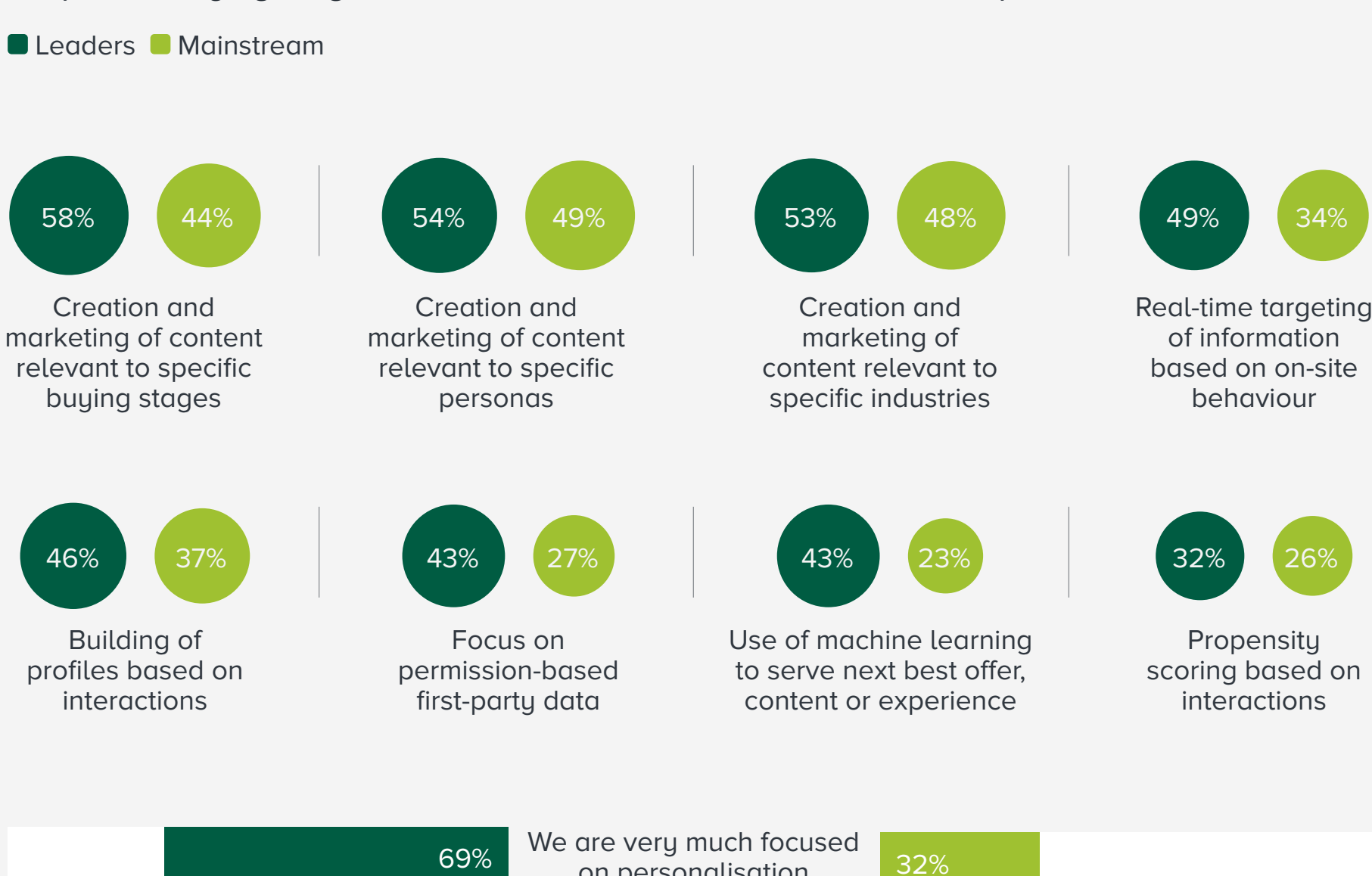
Companies excelling in this area are more likely to be getting great insights from sources including user testing, digital analytics and customer satisfaction surveys.



Note: figures above show percentages of respondents describing sources of data and analytics as 'very insightful' for optimisation of the B2B customer journey.

5. Leaders in B2B customer journey management are more than twice as likely to be very much focused on personalisation.

Personalisation tactics adopted more widely by leaders include creating content relevant to specific buying stages to increase relevance at individual touchpoints.



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