

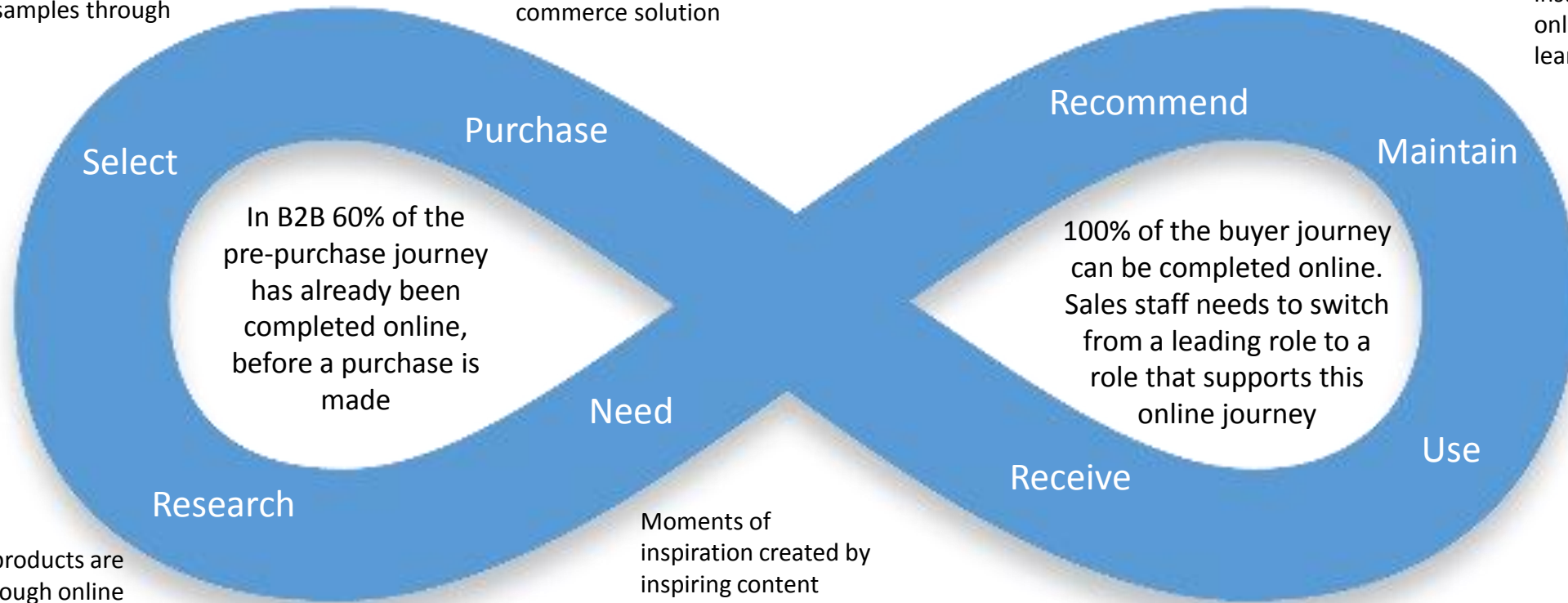
The Buyer Journey

Selection of the right product and weighing value vs. cost is done online

- Extensive technical information on manufacturer websites
- Product compare tools
- Ordering samples through website

The satisfied and happy customer becomes a brand advocate, creating additional brand value and actively recommending the product online through forums and social media.

The customer has access to maintenance schedules and instructions through the online client portal and e-learning platform



In B2B 60% of the pre-purchase journey has already been completed online, before a purchase is made

Actual purchase is made through an online e-commerce solution

Recommend

100% of the buyer journey can be completed online. Sales staff needs to switch from a leading role to a role that supports this online journey

Maintain

The customer is supported in installing and using the product through

- Online documentation
- Instruction videos
- E-learning platform
- Helpdesk and customer support system

Suitable products are found through online research

- Google
- Industry forums
- Social media

Moments of inspiration created by inspiring content

- YouTube
- Social media
- Pinterest

Receive

Delivery of the product can be planned by the customer in the online client portal

Use

Buy
Market & Sell

Own
Support & Serve