

# Bridging the B2B buying experience with a Self-Service Portal

B2B buyers expect **seamless, self-service** digital experiences while still valuing **human interactions** throughout the sales journey—but many businesses struggle to strike this balance, leading to buyer regret, declining loyalty, and lost revenue.

**65% of B2B buyers** prefer remote human interactions or self-service for ordering and reordering.

- McKinsey & Company

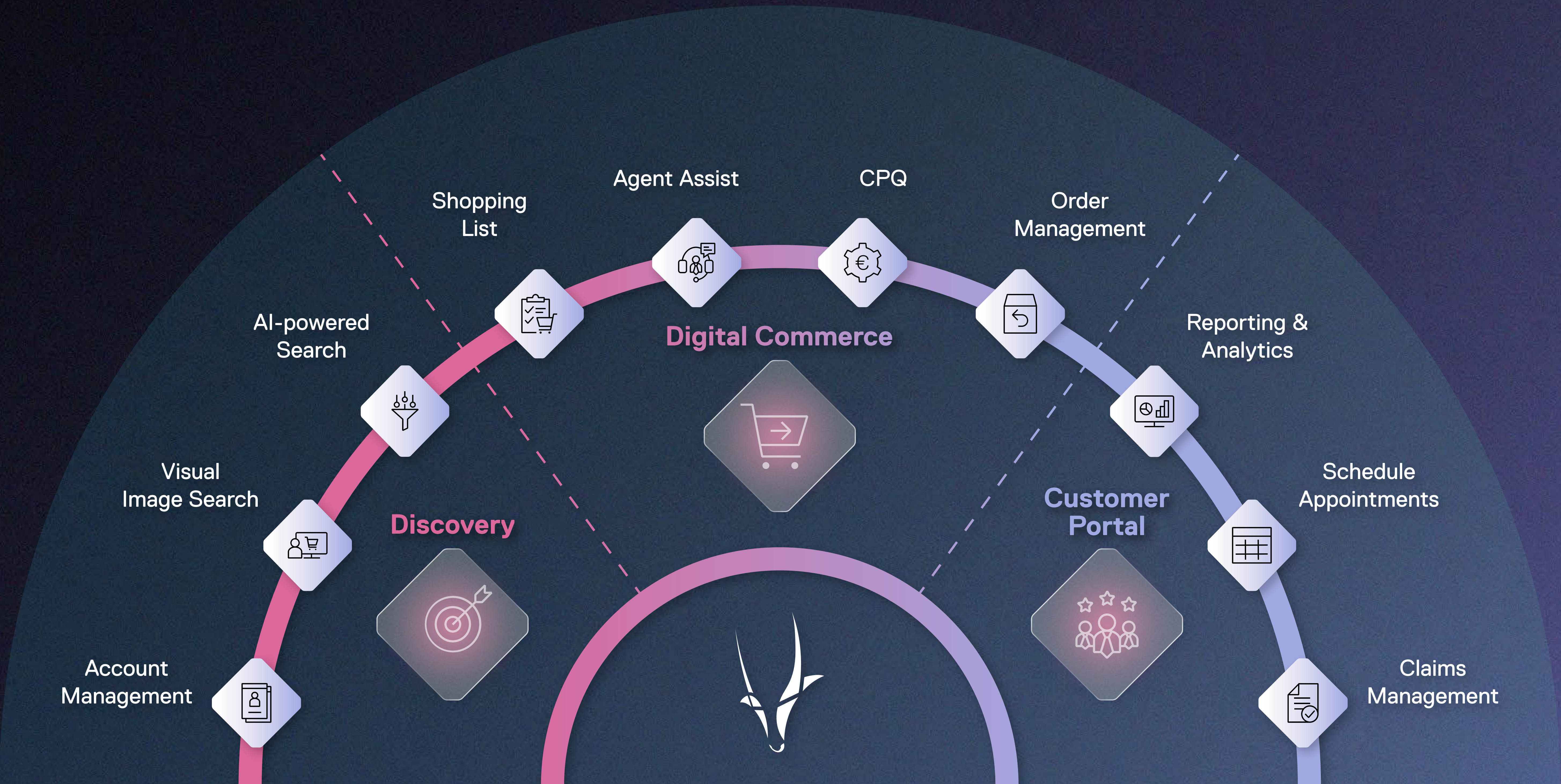
Buyers are **1.8x more likely** to complete high-quality deals when they use both self-service and sales tools.

- Gartner

**71% of consumers** would increase their annual spend on aftersales if the experience improved.

- Accenture

## Reimagining the End-to-End Self-Service Journey



B2B businesses are leveraging self-service portals to deliver **unified experiences** that span the aftersales journey.

### What is a Self-Service portal?

A Self-Service Portal is a **one-stop shop** that supports the aftersales customer lifecycle, **increasing** efficiency, **improving** customer satisfaction, and **driving** profitable growth.

Identify your **key business objective** to understand how a Self-Service Portal can smooth out your customers’ aftersales journey

### What is your business objective?

**Challenges** you're looking to solve

**SSP capabilities** to address these challenges

**Who** this helps and **why**

Drive <b>customer satisfaction</b> and loyalty	Increase <b>revenue</b> and share of wallet	Boost <b>efficiency</b> and profitability
<ul style="list-style-type: none"><li><b>Lack of transparency</b> and access to relevant information</li><li><b>Delayed response times</b> to customer inquiries</li><li><b>Inconsistent experiences</b> across channels</li></ul>	<ul style="list-style-type: none"><li>Missed <b>cross-selling</b> and upselling</li><li>Churn due to <b>poor service</b> experiences</li><li><b>Prolonged</b> sales cycles</li></ul>	<ul style="list-style-type: none"><li>High <b>cost-to-serve</b></li><li><b>Manual</b> and redundant processes</li><li><b>Fragmented systems</b> limit the ability to scale</li></ul>
<ul style="list-style-type: none"><li><b>Instant access</b> to account information via a personalized dashboard</li><li><b>Integrated tools</b> for faster inquiry and claims support</li><li><b>Asset management</b> so you can tailor catalogs and service offerings to each specific asset</li></ul>	<ul style="list-style-type: none"><li>Enable customers to book aftersales <b>service appointments</b> online</li><li><b>Account-specific catalogs</b> support unique pricing requirements while maximizing revenue</li><li><b>Dynamic bundling</b> to incentivize larger purchases</li></ul>	<ul style="list-style-type: none"><li><b>Streamlined</b> customer relationship management</li><li>An intuitive '<b>one-shop portal</b>' to boost satisfaction and reduce cost to serve</li><li>-- <b>order management</b> to increase efficiency</li></ul>
<p><b>Your Support Teams:</b></p> <ul style="list-style-type: none"><li>-Reduced support ticket volume</li><li>-Faster issue resolution</li><li>-Improved agent productivity</li><li>-Enhanced customer experience and satisfaction</li></ul>	<p><b>Your Sales Teams:</b></p> <ul style="list-style-type: none"><li>-Engage digitally with customers</li><li>-Share personalized quotes and communications</li><li>-Support the buying process via Agent Assist</li></ul>	<p><b>B2B Buyers:</b></p> <ul style="list-style-type: none"><li>-Independently discover new products and services</li><li>-Access product information and training</li><li>-Purchase and manage their orders, shipment, etc.</li><li>-Purchase aftersales products and services</li></ul>

## Spryker’s Self-Service Portal

Transform fragmented B2B aftersales interactions into seamless, unified experiences that help to scale **efficiently**, **reduce** costs, and **drive** revenue in the digital-first B2B landscape.

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