

# Exploring Customer Journeys in B2B: Proactively Managing Value Creation

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## **Abstract**

Customer journeys provide the tools for firms to proactively manage the experiences of their customers as they engage with each other, thus enabling the firms to also manage the creation of customer value. However, there is a lack of research studying the effective use of customer journeys in the complex B2B context. This study will explore how firms can use customer journeys to proactively manage the creation of customer value. It will identify the most critical touchpoints and interactions of a B2B customer journey and how they shape and guide the experience, allowing firms to develop journeys that drive customers towards favorable outcomes. This will result in a framework that enables an increased understanding of how firms can proactively manage customer value creation through customer journeys and what factors contribute to success for such proactive market strategies. The study will use an exploratory qualitative multiple-case study of large Swedish industrial firms.

**Keywords:** *B2B marketing; Customer journeys; Proactive market strategies*

**Track:** Business-To-Business Marketing & Supply Chain Management