

Do touchpoints generate long-lasting and valuable consequences for firms?

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Abstract

Recent literature on B2B interactions highlights the importance of touchpoints, yet fails to test empirically the long-term effects of specific touchpoints on customer perceptions. The purpose of this study is to compare the short- and long-term impacts of different touchpoints on customer perceptions, assessing the impact of sales force, product, consulting, communication, tangibles and standardized contacts on customer perceptions of firm expertise, service reliability and service excellence. To test the proposed model, a random panel dataset of 2,175 companies over five years is obtained from a multinational insurance company. The results confirm that sales force and product are crucial in maintaining long-term customer perceptions, while the effect of consulting, tangibles and standardized contacts is weaker over time. The implications are crucial for academia and best practice alike, as this research identifies the interactions that will have the most important long-term effects.

Keywords: *B2B touchpoints; long-term effects; buyer-supplier relationships*

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