

Digital is not always better – B2B customer experience in the machinery construction industry

Christopher Kanitz

University of Applied Sciences Upper Austria, School of Business and Management,
Study Programme Global Sales and Marketing

Marlene Landershammer

University of Applied Sciences Upper Austria

Michael Schade

University of Bremen

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Abstract

Due to the increasing digitalization, B2B companies find it more and more difficult to create value and reach their customers via the right channels. The result of this research – confirmed along qualitative in-depth interviews – comprises a proposed customer journey (CJ) map that considers the purposeful implementation of digital and non-digital touchpoints that aim at creating customer experience (CX). The CJ-model entails seven phases: initial need recognition, awareness, information, consideration & negotiation, purchase, retention, and advocacy. Customer experience aspirations follow the consideration of the functionality of the machine, human factors & servicing, and new technologies. The research revealed that particularly pre- and post-purchase phases offer potential for the integration of digital channels such as websites or AR/VR applications. When it comes closer to the final purchase decision, traditional channels, mainly face-to-face, remain indispensable.

Subject Areas: *Business-to-Business Marketing, Channels, Customer Relationship Management and Customer Satisfaction*

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