

How Team Interaction Stability and Financial Incentives Influence B2B Customer Experience: A Longitudinal Perspective

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Abstract

This research examines how integrating customer experience (CX) management within B2B marketing strategies can enhance effectiveness, focusing on the roles of team interaction stability and financial incentives. Using a longitudinal panel of B2B customers across UK industries, it investigates how supplier team stability influences key CX elements and the impact of financial incentives on behavioural outcomes like repurchasing and word of mouth. Findings reveal that team stability strengthens the effect of core offerings on cognitive experiences but may dampen augmented offerings, while supporting emotional and social experiences. However, financial incentives tend to weaken the influence of most CX components on behavioural outcomes, excluding factual experiences. These insights highlight the importance of a holistic CX approach that aligns strategic and tactical marketing. Future studies are encouraged to deepen the understanding of CX integration.

Keywords: *B2B customer experience, marketing integration, longitudinal.*

Track: Business to Business Marketing & supply Chain Management