



## The Evolution of B2B Commercial Operating Models: Embracing the Future

Dominik Endler, January 2024

In the ever-evolving landscape of business-to-business (B2B) interactions, the commercial operating model is undergoing a significant transformation. As we stand at the crossroads of technological advancements and changing customer expectations, it's needed to explore why and how the commercial operating model in B2B will be different in the future.

### **1. Digital Interfacing Takes Center Stage**

The advent of digital interfaces, such as customer portals and e-commerce platforms, has reshaped the way businesses interact with their clients. These tools have become indispensable, providing a seamless and efficient channel for transactions and communication. In the future, we can expect an even greater reliance on these platforms, as they facilitate quick and accessible exchanges, ultimately enhancing the overall customer experience.

### **2. Seamless After-Sales Experience Becomes the Norm**

Customers today are not only seeking quality products but also demand a seamless after-sales experience. The future of B2B commerce will see a surge in online access to relevant information post-purchase. From tracking orders to accessing support services, businesses that prioritize a comprehensive digital after-sales experience will undoubtedly stand out in the competitive landscape.

### **3. Customer Empowerment through Online Information**

The internet has empowered customers to be more informed than ever before. B2B buyers are increasingly relying on online resources to educate themselves about the offerings in the market. To stay ahead, businesses must ensure that accurate and relevant information about their products and services is readily available online, catering to the preferences of the modern, tech-savvy customer.

### **4. The Rise of Data-Driven Commercial Teams**

In the future, successful B2B commercial teams will be characterized by their proficiency in data-driven decision-making. The abundance of data generated through digital interactions provides valuable insights into customer behavior, preferences, and market trends. Harnessing this data will be crucial for businesses to tailor their strategies, optimize processes, and stay agile in a dynamic market environment.

### **5. Post-COVID Effect: Fewer Routine Visits, More Value-Add**

The global pandemic has accelerated the shift towards remote and digital interactions. As a result, B2B customers now prefer fewer routine visits. The future commercial front end will pivot towards focusing on value-add activities during these interactions. Building relationships, understanding unique customer needs, and providing personalized solutions will take precedence over traditional, repetitive visits.

### **6. Commercial Front End: A Focus on Value Addition**

The commercial front end of B2B operations will see a paradigm shift in its role. Rather than merely facilitating transactions, the focus will be on value-add activities that contribute to the customer's success. This could include strategic consultations, proactive problem-solving, and co-creating solutions that align with the customer's business objectives.

**In conclusion**, the future of B2B commercial operating models is poised to be dynamic and transformative. Embracing digital interfaces, prioritizing seamless after-sales experiences, adapting to customer empowerment through online information, and becoming data-driven will be the cornerstones of success. As we navigate the path ahead, businesses that align with these evolving trends will not only survive but thrive in the B2B landscape of the future.