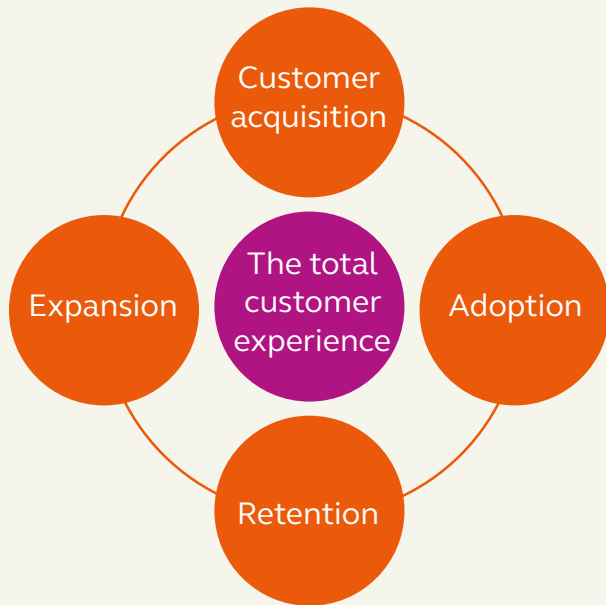


The Changing Landscape for Customer Engagement How Buyers Consume Information 2016

Julie Schwartz Senior Vice President, Research and Thought Leadership, ITSMA

This abbreviated summary highlights some of the most significant findings of ITSMA's *How Buyers Consume Information, 2016*. A more in-depth analysis can be found in the full report <http://www.itsma.com/research/changing-landscape-customer-engagement-buyers-consume-information-2016/>


Customer engagement is changing: as the technology solutions business shifts from on premise to as-a service, we in marketing need to prioritize customer experience and success



Source: ITSMA, How B2B Buyers Consume Information Survey, 2016

The good news is that customers are constantly looking for new ideas and are interested in solution provider insight and experience. But the bar keeps rising for content and communication that truly connects.

To better manage the total customer experience, marketers today need to focus on the new 4Ps:



Personalized



Proactive



Peer influenced



Proven

ITSMA's *2016 How Buyers Consume Information Study* digs deep into buyer preferences for useful content and the ways that marketers can optimize their efforts with content and communication.

Based on an extensive survey with more than 400 buyers of high value solutions, this report provides essential data, insight, and recommendations on the challenges and opportunities that B2B marketers face with content and communication for customer experience and success.

Buyers today are comfortable with sharing personal information and view personalized content as a valuable service



Personalized

60%

of buyers perceive personalization as valuable or very valuable

11%

fail to see value or find it annoying

Source: ITSMA, How B2B Buyers Consume Information Survey, 2016, % of Respondents (N=402)

Content, especially thought leadership, is essential during the initial phase of the buying process



Proactive

81%

of buyers view content, especially thought leadership, as critical or important during the early stage of the buying process

Source: ITSMA, How B2B Buyers Consume Information Survey, 2016, % of respondents (N=402)

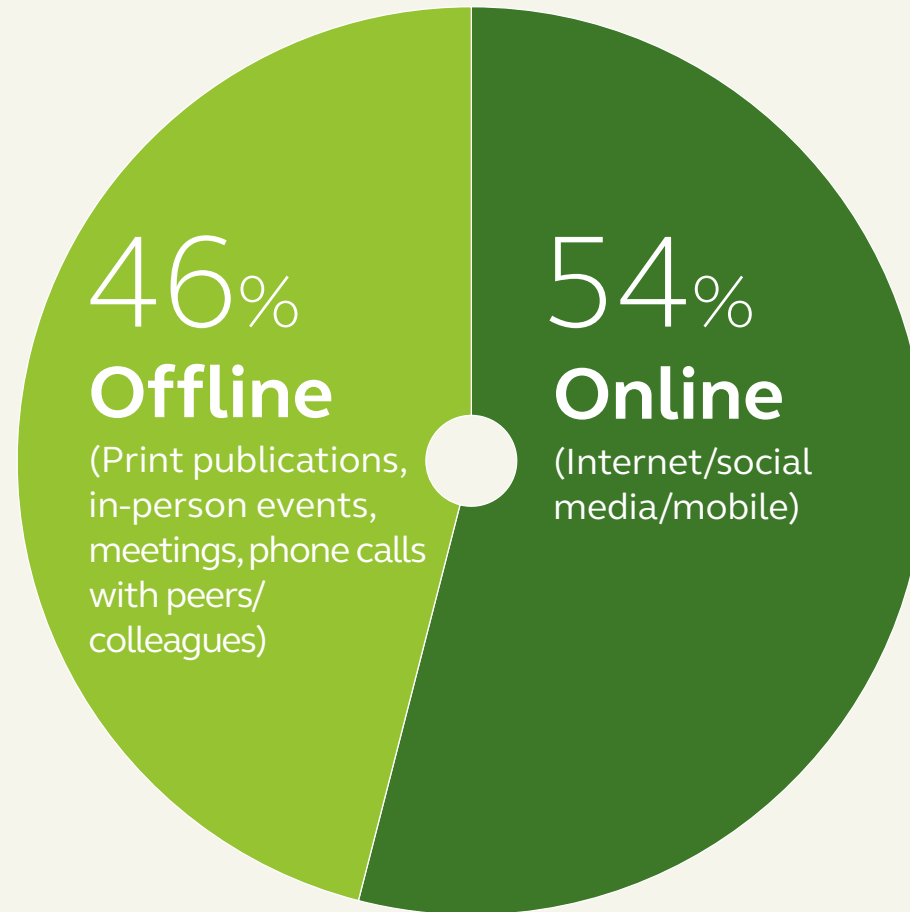
How Buyers Consume Information | Abbreviated Summary | November 2016 | F027A © 2016 ITSMA. All rights reserved. www.itsma.com

In the early stages of the buying process, buyers spend nearly as much time offline as they do online



Peer influenced

When you are keeping up with your industry and/or technology trends, approximately how much time do you spend online vs. offline?
Mean % of time (N=402)



Source: ITSMA, How B2B Buyers Consume Information Survey, 2016

Post sale, customers want tools, templates, and benchmarks to show value delivered



Proven

Following the purchase, what types of information are most helpful from your solution provider to ensure that you receive maximum value from your solution?
% of respondents
(N=402)



Note: Multiple responses allowed.
Source: ITSMA, How B2B Buyers Consume Information Survey, 2016



Some of the best examples of **personalized** marketing come from account-based marketing (ABM), such as KPMG's Compliance by Design campaign



Deloitte is being **proactive** by creating engaging content that is genuinely helpful with a 3.5 hour MOOC about additive manufacturing



HCL is leveraging **peer influence** by having Manchester United tell the HCL digital transformation story

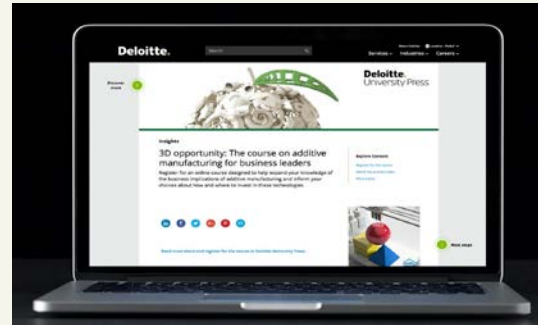


Symantec launched a new customer success service offering with emphasis on maximizing and **proving value** delivered



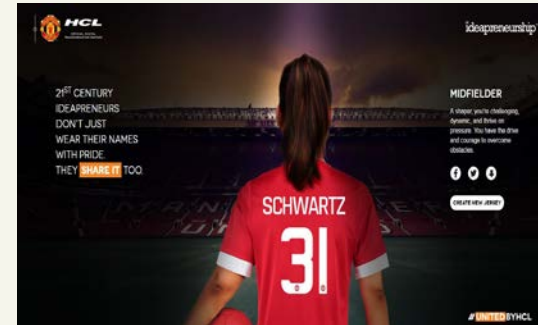
Results

- Changed the perception of KPMG as an innovator
- Secured 20 in-person meetings
- Drove over 100 visits to the microsite
- Virtual reality app went “viral” within the client account
- Won new compliance consulting business; positive campaign ROI



Results

- 12,000 people from 73 countries have signed up to take the course
- The US Department of Defense has licensed the MOOC and requires its procurement professionals who procure additive manufacturing technology and/or services to complete the course
- Signed an agreement with a major manufacturing company to be its partner of choice for additive manufacturing



Results

- 200+ interactions with customers and influencers
- Influenced multibillion dollars in HCL pipeline



Results

- Increased customer satisfaction and higher retention rates
- 6% increase bookings 2 consecutive quarters
- 13% increase average deal size

Additional research highlights:

Responding to solution providers' outbound marketing

When you are actively thinking about a business problem that requires a technology solution, how likely are you to respond to each of the following from a solution provider? Mean rating (N=402)



Source: ITSMA, How B2B Buyers Consume Information Survey, 2016

Most helpful content characteristics

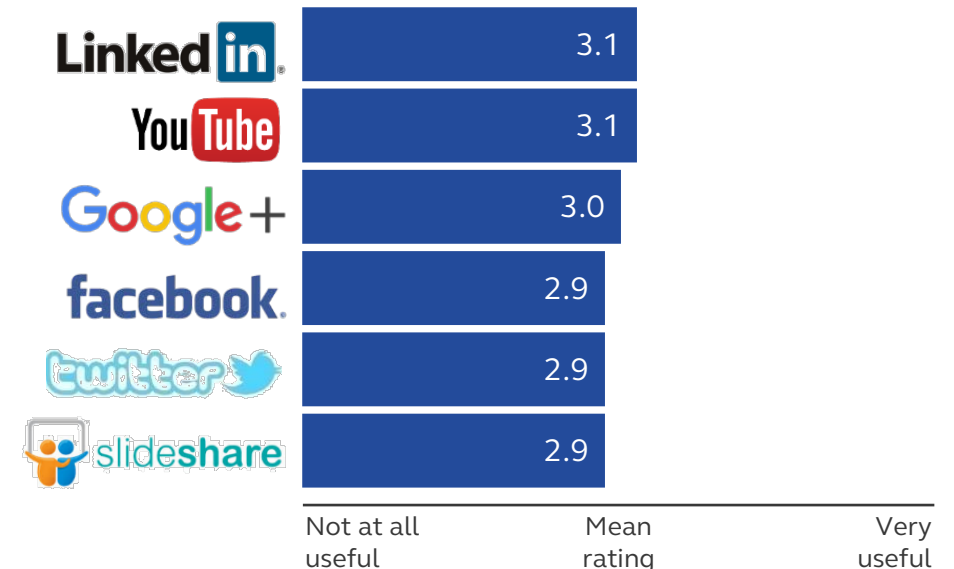
When looking specifically at solution provider content, which of the following content characteristics are most helpful to determine if reading/viewing the solution provider content will be a good use of your time? % of respondents (N=402)

Note: Multiple responses allowed.



Usefulness of specific social media channels during the purchase process

During your most recent purchase process for your most recent solution, how useful were social media channels and networks for helping you stay informed and make decisions? Mean rating (N=402)



Methodology and demographics

Web-Based Survey



September 2016



Respondents from seven countries:

- United States
- United Kingdom
- France
- Germany
- Australia
- India
- Brazil

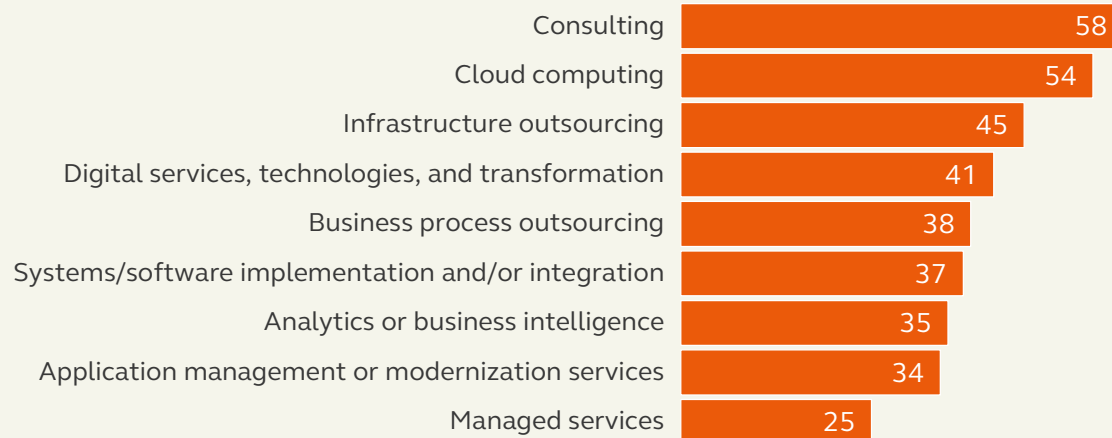


402 Survey respondents



Six types of data analysis:
By solution type, country, role, title, company size, and industry

Which of the following types of solution purchases have you personally been involved in?

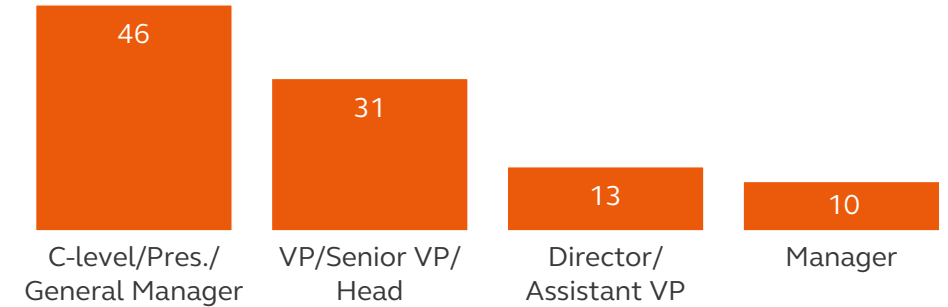


Source: ITSMA, How B2B Buyers Consume Information Survey, 2016

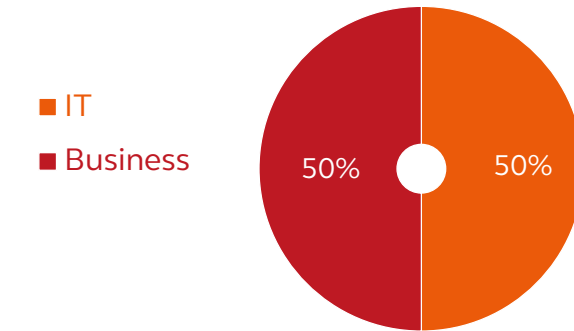
How Buyers Consume Information | Abbreviated Summary | November 2016

Which of the following best describes your ...

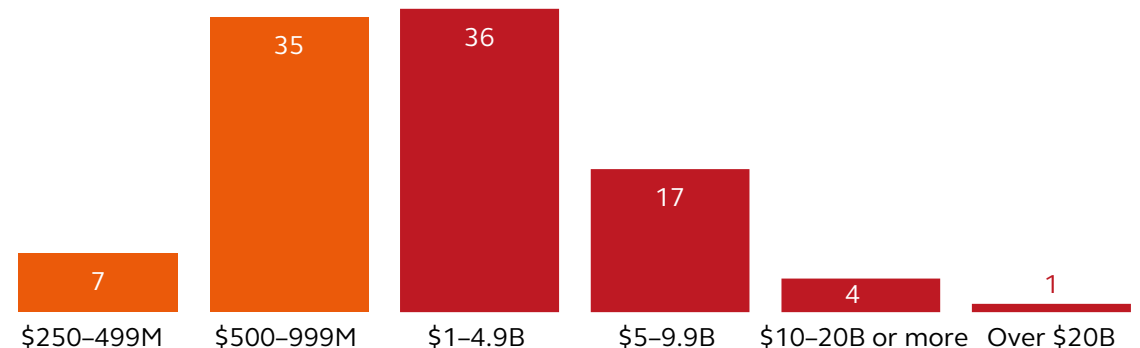
Job title or level



Job role



Approximately, what is your company's annual revenue (or operating budget if government)?



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Want to learn more?

Here's what is included in the full study:

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Methodology and respondent demographics	30
Detailed findings	38
Crosstabs	63
By solution type	63
By country	95
By job role	126
By title	158
By size of company	188
By industry	220

The report is available for no additional fee to current ITSMA members and for sale at non-member prices to all others.
<http://www.itsma.com/research/changing-landscape-customer-engagement-buyers-consume-information-2016/>



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