



# How To Superpower B2B Customer Experiences In The Technology Sector

In 2020 we introduced you to the 4 Superpowers, which collectively help architect the ultimate B2B customer experience. Within these 4 Superpowers we identified 30 key ingredients of B2B customer experiences that make the difference between winning and losing brands. These Superpowers and individual ingredients were split into two; those which add value to a business, and those which add value to the individual buyer.

## The Superpowers



### RELIABILITY

*A brand we can trust to deliver*



### UNDERSTANDING

*Gets my company's needs*



### ENRICHMENT

*Makes my work life better*



### PRE-EMINENCE

*A brand people are proud to work with*

**Business Value Add**

**Personal Value Add**

We have since established “The New Shape of B2B Customer Experiences” and what this is comprised of in 2022 and beyond. There are 6 newly important ingredients which Technology companies should be focusing on this year to create that superior experience. So much so, that if a Technology company was to deliver against these 6 ingredients, they are over 3 times more likely to see increased spend from customers in future. In addition to these 6 ingredients, there are 10 ingredients that remain as important as ever to succeed.

## The 6 Newly Important Ingredients



Products / services are not too complicated



Integrates smoothly with our processes and operations



Approachable and transparent in their dealings with us



Consistently deliver on time and as specified



Products and services just work and are not prone to fail



Increase our revenue or gross sales

## Eternally Important Ingredients



Active thought leaders in their category / sector



Have a progressive approach to all stakeholders (employees, contractors & suppliers)



Have a clear vision of and actively work towards fulfilling their obligations to society



I feel safe signing a contract with them



Offer enough variety and choice



Comply with regulations, law, industry standards & ethical practices



Competitively priced



Take steps to mitigate risks



Support us with expertise



Meet my company's minimum quality / functional needs

Key:

- Reliability
- Understanding
- Enrichment
- Pre-eminence

[Download our video guide](#) to hear from our Technology experts where they talk you through Superpowered Customer Experiences in the tech sector, as well as provide you with real life examples from today's winning brands.