

such as establishing customer advisory councils with a select group of customers as well as conducting strategic customer discussions with a cross section of your customer base.

### 3. Define the relationship

Determine how you can provide additional value to your business customers that help them achieve their objectives and solve key problems. Consider offering 'value-adds' such as service level agreements, training, self service options, a single point of contact.

### 4. Deliver a tailored B2B customer experience

Modify your business operations such that your customers are getting the desired products and services, using easy and hassle free ordering, fulfilment and delivery systems in a manner channels your business customers require.

### 5. Establish a service recovery system

It is important that you establish processes and systems to solve problems quickly and make amends before the problem becomes a bigger issue.

By effectively doing so, you further instil trust and confidence within your customers. This can not only strengthen the relationship with your

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customers but also increase their loyalty and advocacy for your company.

### 6. Revisit and revise regularly

Your customers' priorities and needs will change. Therefore it is important that you obtain their feedback regularly, so that you are aware of their changing requirements. This will help ensure that you are always providing the experience that they require.

Again, engagement approaches such as customer advisory councils and strategic customer discussions will help your company keep up to date with your customer's requirements.

By undertaking the steps above, your company will deliver a great customer experience to their business customers. This can

prove to be a source of significant competitive advantage you are able to be faster and more responsive to customers.

### Getting started

So after reading this article, you can begin to take action by:

1. Gathering members of your management team look at the business and ask some key questions such as:

- Who are your key customers?
- What do you know about their objectives, issues and requirements?
- In what ways could an improved customer experience help them get more value from doing business with you?

2. Determining which customers you could speak with to gain further insights as well as trial some ideas with.

Delivering a positive B2B customer experience is not easy and requires hard work. However, in this business environment it is not a 'nice to have' but critical to the existence as well as growth and success of your business.

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