

Impact of GenAI on the B2B buyer journey

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Generative AI is transforming the B2B customer journey by personalizing interactions, predicting needs, automating tasks, and providing real-time support. It boosts efficiency, enhances customer satisfaction, and gives businesses a competitive edge in the evolving market

Generative AI (GenAI) is transforming the B2B customer journey, introducing new levels of personalization, efficiency, and innovation. This article explores how GenAI impacts various stages of the B2B customer journey, from lead generation and customer support to sales strategies and product development. By leveraging GenAI, companies can not only improve customer satisfaction and loyalty but also gain

a competitive edge in an increasingly dynamic market.

In the Awareness Stage of the B2B buyer journey, GenAI is revolutionizing how sellers engage potential customers. GenAI can assist in crafting compelling emails, thought leadership articles, and blog posts that resonate with buyers' pain points. For instance, a brand marketing company is leveraging GenAI to generate brand-compliant content for a well-known

compact construction equipment manufacturer and a major American insurance company, encompassing text, visuals, and data-driven digital media optimization. Additionally, a leading CRM platform provider employs generative AI to produce contextually relevant visual content for marketing initiatives.

In the Consideration Stage, B2B buyers shortlist a range of solution providers and delve deeper into potential solutions offered by the providers. GenAI can analyze visitor interactions on the website to predict the interests and needs of buyers and then provide tailored product or service information. A B2B sales intelligence platform utilizes AI to extract buyer questions from its CRM, then categorizes them to enhance conversations, targeting specific buying needs for technology startups. GenAI-powered chatbots can answer queries, guide visitors through the website and suggest the most suitable product based on buyer requirements.

In the Evaluation Stage, B2B buyers critically assess potential solutions against their specific needs. GenAI excels at qualifying leads by understanding potential customers' specific needs and directing them to relevant sales representatives. A global management consulting firm's client has implemented GenAI to automate RFP responses, aiming to increase their response capacity by 60% while eliminating dedicated teams for lower customer tiers. GenAI can provide customer references and case studies to address specific questions of buyers. A multinational technology corporation utilizes GenAI tools to analyze customer data, summarizing needs and requirements.

In the Negotiation Stage, B2B buyers and sellers engage in detailed discussions about pricing, terms, and contractual details. GenAI analyzes historical data, market trends, buyer behavior patterns to give recommendations for effective negotiation strategies and pricing models, enabling sellers to make informed decisions. GenAI can help in increasing efficiency during contract discussions. A leading procurement software company has deployed an AI-driven system that evaluates contractual risks and suggests improvements to reduce liabilities and increase value, streamlining the often complex and time-consuming negotiation process.

Agreements are finalized and contracts



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are issued in the Purchase Stage. GenAI can significantly impact the issuing of contracts or agreements by automating various tasks, such as generating purchase orders, invoices, and legal documents based on negotiated terms and conditions. This automation not only saves time but also reduces the likelihood of errors. A leading contract lifecycle management platform has used an AI assistant solution to help a construction equipment rental company standardize its rental procedures across multiple branches. The AI solution allows for quick extraction of pertinent information and comparison of contract details against standard clauses.

The Implementation and Integration Stage are crucial for ensuring successful adoption of B2B solutions. GenAI creates tailored onboarding plans based on user's specific needs and usage. A leading semiconductor design company utilized AI-powered content optimization to refresh its outdated technical manuals. The result was easy-to-read, SEO-optimized manuals published in multiple languages, significantly improving user onboarding and support. GenAI-powered virtual assistants provide real-time support during implementation, addressing technical issues and facilitating smoother adoption. A global technology conglomerate demonstrates this with its AI agent that interprets service inquiries, extracts key information, initiates appropriate workflows, and automatically responds to customer

customers.

GenAI can help sellers ensure long-term success and customer satisfaction in B2B relationships by providing exceptional customer support in the Adoption Stage. AI-driven chatbots can provide round-the-clock support, addressing common queries and issues efficiently. A B2B technology firm employs GenAI for predictive customer care, proactively contacting customers upon detecting potential issues, often before problems become apparent. GenAI can provide customers with detailed usage reports, highlighting performance metrics, and recommendations for optimization. A global construction equipment manufacturer demonstrates this with AI-enabled Condition Monitoring Advisors that automatically prepare reports with summarized recommendations, facilitating informed decision-making for customers.

In conclusion, generative AI's impact spans lead generation, customer support, sales, marketing, and product development, driving significant improvements in efficiency and customer satisfaction. As businesses continue to integrate GenAI into their operations, they unlock new opportunities for growth and competitive advantage. Embracing this technology is not just a trend but a strategic necessity for staying ahead



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in the rapidly evolving market. The future of B2B interactions lies in harnessing the power of GenAI to create more meaningful and effective customer engagements.

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