



How To Superpower B2B Customer Experiences In The Financial Services 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 4 newly important ingredients which Financial Services companies should be focusing on this year to create that superior experience. So much so, that if a Financial Services company were to deliver against these 4 ingredients, they could shorten their average sales cycle by 41%. In addition to these 4 ingredients, there are 10 ingredients that remain as important as ever to succeed.

The 4 Newly Important Ingredients



A source of inspiration in the wider world of business



Leader in innovative products & services



Products and services can be customised



Consistently deliver on time and as specified

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



Make it easy to recommend / endorse / sell their products / services



Comply with regulations, law, industry standards & ethical practices



Competitively priced



Take steps to mitigate risks



Products and services just work and are not prone to fail



Meet my company's minimum quality / functional needs

Key:

- Reliability
- Understanding
- Enrichment
- Pre-eminence

[Download our video guide](#) to hear from our Financial Services 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.