

3 B2C SUPPLY CHAIN TRENDS FOR B2B SUPPLY CHAINS



eCommerce

B2C supply chains rely heavily on digital transactions — and consumers expect a seamless online experience. B2B supply chains could benefit from reviewing their digital offerings to promote a customer-friendly eCommerce experience.

Omnichannel Delivery

As consumers are used to placing orders and making payments using more than their desktops (think mobile devices and even smart speakers), they also start to expect the same from their B2B providers. B2B supply chains must provide an easy, intuitive mobile experience through a responsive website and/or apps.



Social Media

47% of millennials say social media introduced them to new brands and 71% are more likely to buy from brands they like on Facebook or Twitter. B2B companies can take advantage of the educational, brand building, and interactive opportunities these social channels offer.

