



YOUNGER B2B BUYERS ARE ACCELERATING THE DEMAND FOR MORE DIGITAL COMMERCE

A survey by Digital Commerce 360 and Forrester reveals that younger B2B buyers predominantly make up the teams responsible for corporate purchasing of goods and services within their organizations

Survey data reveals a fascinating trend: today's purchasing managers and procurement teams are increasingly led by younger employees who are driving a shift towards greater digital interaction with suppliers. This new generation of B2B buyers is transforming corporate purchasing by prioritizing seamless, tech-savvy solutions.

How do business buyers primarily communicate with sellers?

NOW-DAYS

55%

OF BUSINESS BUYERS
USE EMAIL AS THEIR
PRIMARY MEANS OF
COMMUNICATING WITH
SELLERS



following Email, the next preferred method is

LIVE CHAT

with a real person

45%

CALL
CENTERS
38%

SALES
REPRESENTATIVES

35%



23%
AUTOMATED
LIVE CHAT

20%
SOCIAL
MEDIA



Virtual
APPOINTMENT
17%

With a sales representative



Source: Digital commerce 360

www.keyrus.com

