Keyrus

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

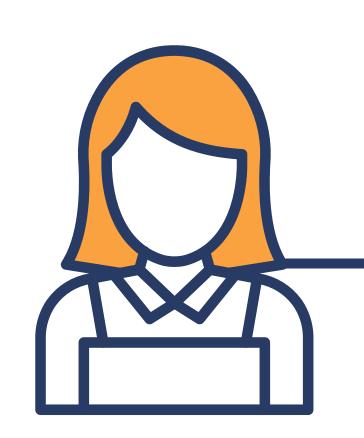
Survey data reveals a fascinating trend: today's purchasing managers and procurement teams are increasingly led by younger employees who are driving a shift towards greater digital interaction with suppliers. This new generation of B2B buyers is transforming corporate purchasing by prioritizing seamless,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

How do business buyers primarily communicate with sellers?

NOW-DAYS 55000

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

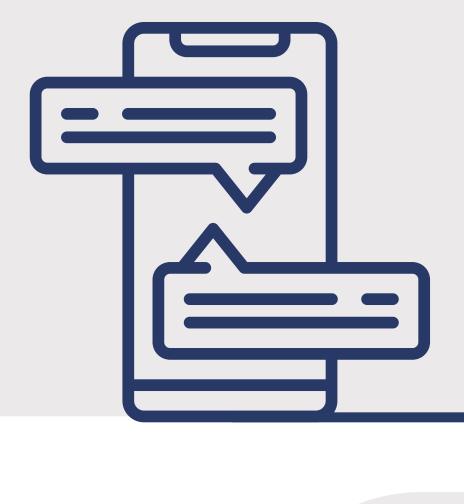
45%

CALL
CENTERS
38%

SALES

REPRESENTATIVES





LIVE CHAT



20% SOCIAL MEDIA



Virtual APPOINTMENT

17%

With a sales representative

Source: Digital commerce 360