



NIHILENT'S CRM

**B2B To B2C: The Paradigm Shift in
Manufacturing Industry**



EXECUTIVE SUMMARY

The traditional business-to-business (B2B) model has dominated the manufacturing sector till last decade and the steady change has been seen since then. Manufacturers mostly focused on selling goods to distributors or wholesalers. Whereas with the change in consumer behavior and expectations, it has become inevitable for manufacturers to adopt a customer-centric strategy that emphasizes business-to-consumer (B2C) interactions.

Manufacturers should take advantage of insights gathered from market dynamics, and digital technologies to connect directly with the end customer and drive a better customer experience.

This white paper describes a systematic approach to establish a smooth transition plan to initiate the journey from B2B to B2C. It also highlights that how a CRM solution can be leveraged to elevate and manage this massive shift.



INTRODUCTION

The manufacturing sector functions within complex supply chain frameworks that encompass numerous intermediaries between the point of production and the final consumer.

In the conventional B2B business model manufacturers selling their goods mostly in large quantities to distributors or wholesalers, who subsequently resell them to retailers and ultimately the end users.

With the changing dynamics in customer behavior, manufacturers are struggling to match customer's expectations and seeing a churn in customer base. Lack of customer feedback is affecting the existing product development lifecycle and new product ideas.



Some of the key solutions of the ecosystem:

 01
Customer Relationship Management (CRM) Systems

 02
Presence on E-commerce Platforms

 03
Creation of the customer data platform (CDP) with Data Analytics and Business Intelligence (BI)

 04
Customer Service and Support Technologies



PROBLEM STATEMENT & OUR OBSERVATION

Moving away from traditional business practices of business-to-business to business-to-consumer is appearing to be a big paradigm shift in the manufacturing industry. Building customer centric processes that incorporates direct-to-consumer (D2C) interaction tactics is a significant problem faced the manufacturing sector.

Traditionally, in order to reach final consumers, Manufacturers have relied on complex supply chains with numerous intermediaries. But changing consumer expectations and the digital disruption creates new challenges for manufacturing industries to stay ahead of the competition in serving their end customer.

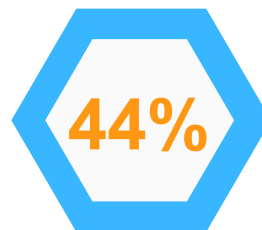
The smooth implementation of D2C techniques is hampered by a number of strong barriers associated with this shift, such as:

- Organizational resistance
- Operational complexity, and difficulties integrating technology.

Here are some of the key observations:



B2B interactions will take place through digital platforms by 2025



For order transactions, B2B buyers would prefer seller-free experience



There is a massive increase in the online sales order from 2020 to 2024



Manufacturers could be at risk of losing business if they fail to meet omnichannel shopping experience



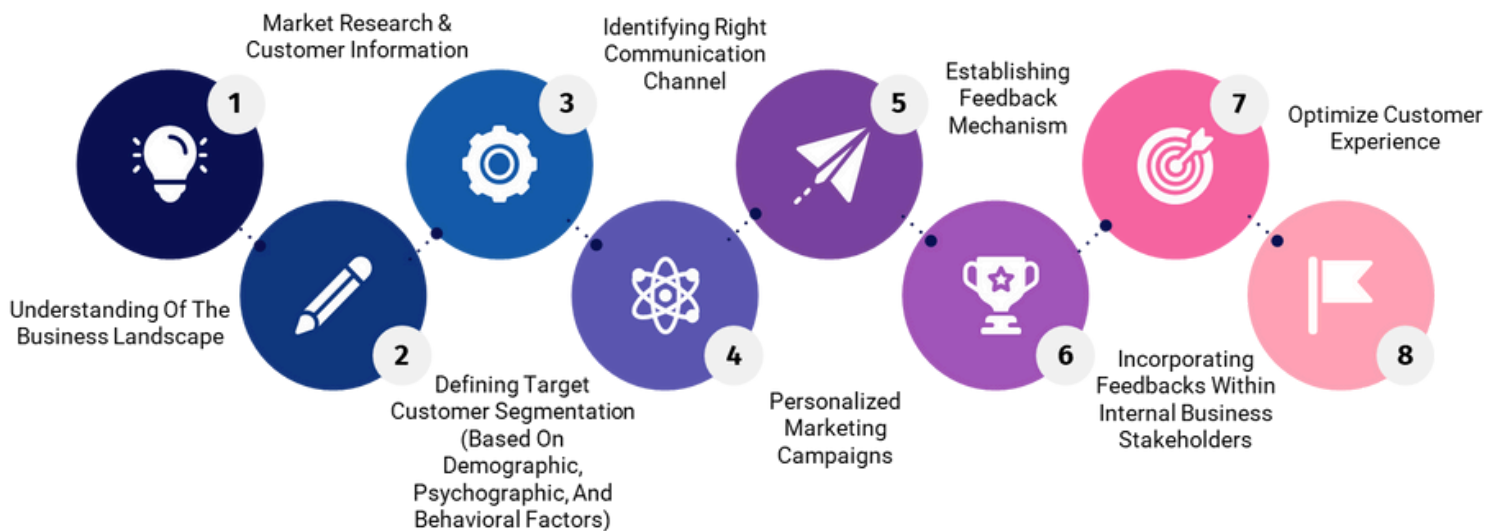
STEP-BY-STEP APPROACH IN TRANSFORMING

B2B To B2C

In the modern age the customer behavior is changing at a rapid pace and in order to meet the growing expectations of the end consumers, manufacturers need to take necessary steps to sustain in the market.

Based on our industry experience and market research we have carefully curated a systematic approach to tackle this growing issue.

Below diagram depicts the steps to cater the B2B To B2C transition:



BENEFITS DELIVERED: Through CRM Approach



We have segmented the benefits for manufacturers and the end customer respectively.



CONCLUSION

We all know that the world has changed in the modern day, and in order for your manufacturing business to stay relevant, you too must adapt the change.

D2C is most likely the finest way to diversify your manufacturing company. It allows you to sell directly to final buyers and get their most precise feedback. Moreover, opening an eCommerce store to support a D2C model is the first step towards establishing a true multichannel firm.

In the future, manufacturers will have no choice but to implement an omnichannel approach. Businesses have already collapsed in response to unprecedented global events. It has shown to be essential for producers. They need a contingency plan for their firm in order to survive.

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