

# COMPARE AND CONTRAST

# B2B VS B2C

## Customer Support



B2B customer relationships build on value and expertise, while the B2C customer experience focuses on trends and competitive deals. With the B2B experience becoming increasingly mobile—meeting consumers on their smartphones, tablets, and mobile devices—it's important to understand what differentiates the two.



### B2B Customer Support Involves:

A lower volume of customers, with multiple contacts for each.



Issues of higher complexity that often take longer to resolve.



A deeper understanding of the customer at a company level. The better your support, the longer you retain valued customers.



Collaboration: To solve more complex issues, more heads are involved in the solution.

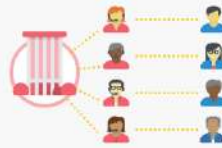


Higher accountability: Companies are dependent on your customer support services. If things go awry with your product or service, it negatively affects your client's business and their revenue.

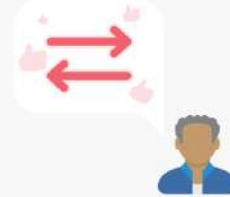


### B2C Customer Support Involves:

A higher volume of customers—one agent dealing with one customer.



Fielding less complex questions.



Interaction with different individuals with low repeat rates.



Less collaboration: Problems are more easily resolved.



Smaller consequences when your product or service fails—it only impacts the customer personally, and doesn't directly affect anyone else.

