



# Your **customers** want **less** of you

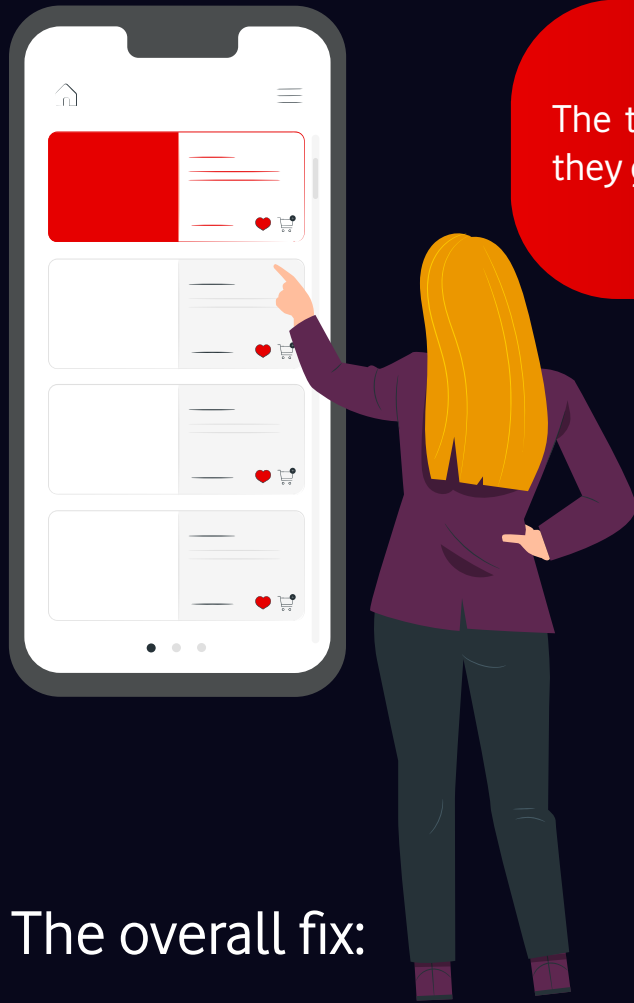
3 things modern B2B companies are doing to  
make buying easier



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# The shift you **can't** ignore

If your business still fully relies on emails, manual quotes, and sales reps chasing every order, you're making your customers **work harder** than they want to. And when that happens, **they quietly drift toward competitors who are easier to buy from.**



The truth is, your B2B buyers expect the same experience they get as consumers: **instant and simple transactions.**

And you shouldn't wait, **because:**

According to Gartner, 880% of B2B sales interactions will take place through digital channels by 2025.

McKinsey reports that more than three quarters of buyers and sellers say they now prefer digital self-serve and remote human engagement over face-to-face interactions.

The overall fix:



Let customers serve themselves instead of relying on a salesperson.



When a buyer knows what they want, they shouldn't have to wait for someone to help them get it.



Self-service removes the unnecessary steps, letting your customers complete routine transactions without needing your team.

# Here are **three ways** to make that possible, **and the systems that support it:**

## **1** Make repeat orders **effortless**

Customers should be able to place a standard order without emailing anyone.

### What this looks like in practice:

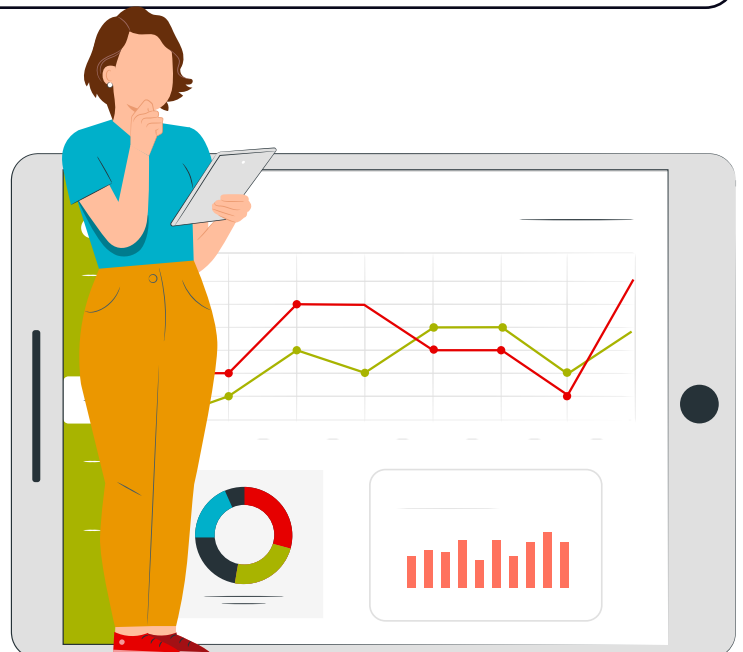
When a customer logs in, they should land on a dashboard that shows their previous purchases, current account terms, and saved preferences. If they've ordered the same product five times before, they should be able to reorder it in seconds — no searching, no retyping, no back-and-forth. Ideally, there's a clear "Reorder" button beside each past transaction, and the cart fills itself based on their exact specs. No emails. No paperwork. Just click, confirm, and done.

### The basics you'll need to implement:

- A B2B e-commerce platform or customer portal.
- Integration with your ERP or accounting system, so order history is always up to date.
- Role-based access — so different people at your customer's company (like procurement, finance, or department heads) can log in, see only what's relevant to them, and reorder without needing help from your team.

### Why it matters:

You stop losing reorders to email delays, internal admin, or simple forgetfulness. Customers return because it's easy — not because your rep called them at the right time.



## 2 Give them **real-time** answers

Don't make your customers ask about stock and lead times. Show them.

### What this looks like in practice:

When your customer logs in, they should be able to see exactly what's available to order — right now. That means stock levels tied directly to your system, lead time estimates that update if you're running behind, and visibility into backorders or upcoming availability. This is about helping them make smarter buying decisions without chasing down answers.

### The basics you'll need to implement:

- A cloud-based ERP or inventory management system that can sync with your portal in real time.
- Simple forecasting tools or a connection to your logistics provider — so your system can show when out-of-stock items will be available again.
- Basic automation rules that prevent excessive backorders or trigger alerts when inventory drops too low.

### Why it matters:

You build trust by giving buyers the confidence to order without calling. You also reduce internal pressure from sales teams chasing stock checks.



### 3 Stop making them wait for quotes (or invoices)

If someone has to wait a full day for pricing, you've already lost speed — and maybe the deal.

#### What this looks like in practice:

Instead of sending emails back and forth, your customer should be able to build their own order — choosing what they need, how much, and any custom options. The system should generate a quote instantly or send it for a quick check. And once that quote is accepted, the invoice should be triggered automatically — no follow-ups, no delays, no manual paperwork.

#### The basics you'll need to implement:

- A quoting module or CPQ (configure-price-quote) tool — some e-commerce systems include this, or you can integrate standalone tools.
- Set pricing rules in your CRM or ERP so discounts and profit margins update automatically.
- Invoicing that's linked to the quote and order system — so once a quote is approved, the invoice is generated and sent automatically.
- **Optional:** a chatbot or guided sales assistant to help customers configure products or bundles.

#### Why it matters:

You speed up conversions, reduce manual errors, and prevent buyers from wandering off to faster competitors. And by automating invoicing at the same time, you shorten the time to payment and keep orders flowing without unnecessary follow-ups.



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# Here's what this shift really gives you:



**Fewer calls, emails, and quote chases**



**More time for your sales team to focus on complex, high-value deals**



**A smoother experience that customers don't want to give up**

**And once it's in place, it becomes a flywheel:** repeat customers order faster, return more often, and need less support to stay loyal.

## Wrap up:

Your customers aren't asking for more hand-holding — they're asking for less friction.

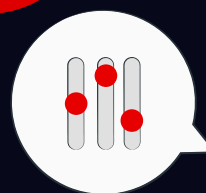
The companies pulling ahead aren't just better at selling. They're the ones making it easier to buy — faster, simpler, and on the customer's terms.

If you're not there yet, **we can help.**



Start with a free tech roadmap from **Vodacom Business**. We'll map out the systems, tools, and integrations you need to make buying from you as easy as it should be — **for every customer, every time.**

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