

שידור B2B ממוקד לקוח לתעשייה



| 10:00 | 27.3.23



BDO
CONSULTING | Marketing &
Customer
Management

10:00 התאמת שיטות שיווק B2B לאתגרי התקופה (+יחסים עם לקוח הקצה)

דר' גיא יוגב, ראש יחידת BDO Customer Management

10:20 מיקוד בלקוח – B2B לעשות את זה נכון

טל הובר, ראש יחידת Tech Growth Marketing BDO

10:40 הבנת לקוחות – B2B תוכנית הקשבה ללקוח

שמוליק בוזין, מוביל תחום הקשבה ללקוח, BDO

11:00 Case study נטפים – צמיחה ממוקד לקוח מתוך כיוונים אסטרטגיים חדשים

ראובן לוש, סמנכ"ל בכיר, ראש חטיבת הפרויקטים, שירותים עסקיים וחממות

B2B Customer Centric Marketing

Dr. Guy Yogev | BDO Marketing & Customer Management

מרץ 2023

2020's B2B Marketing

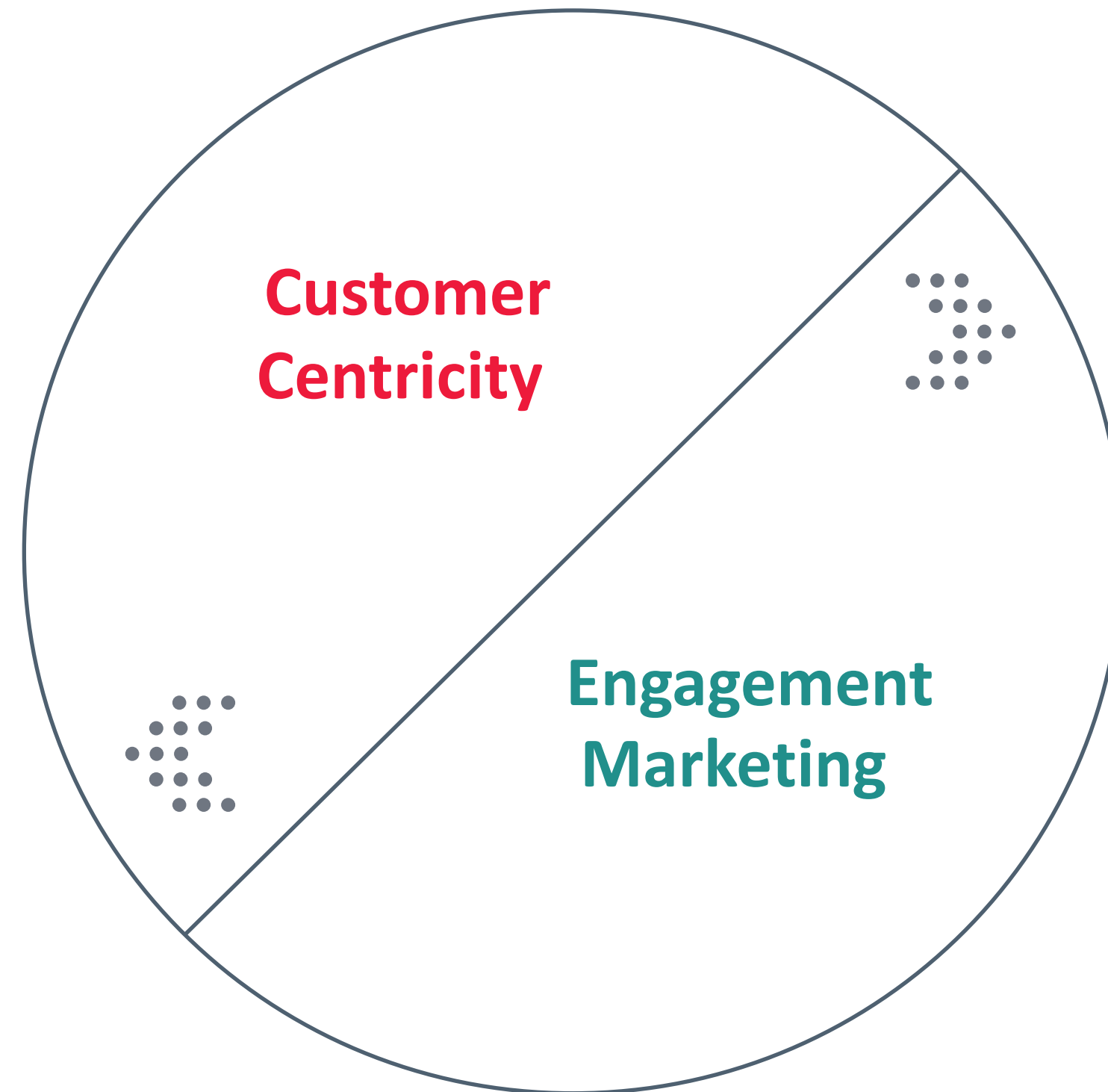


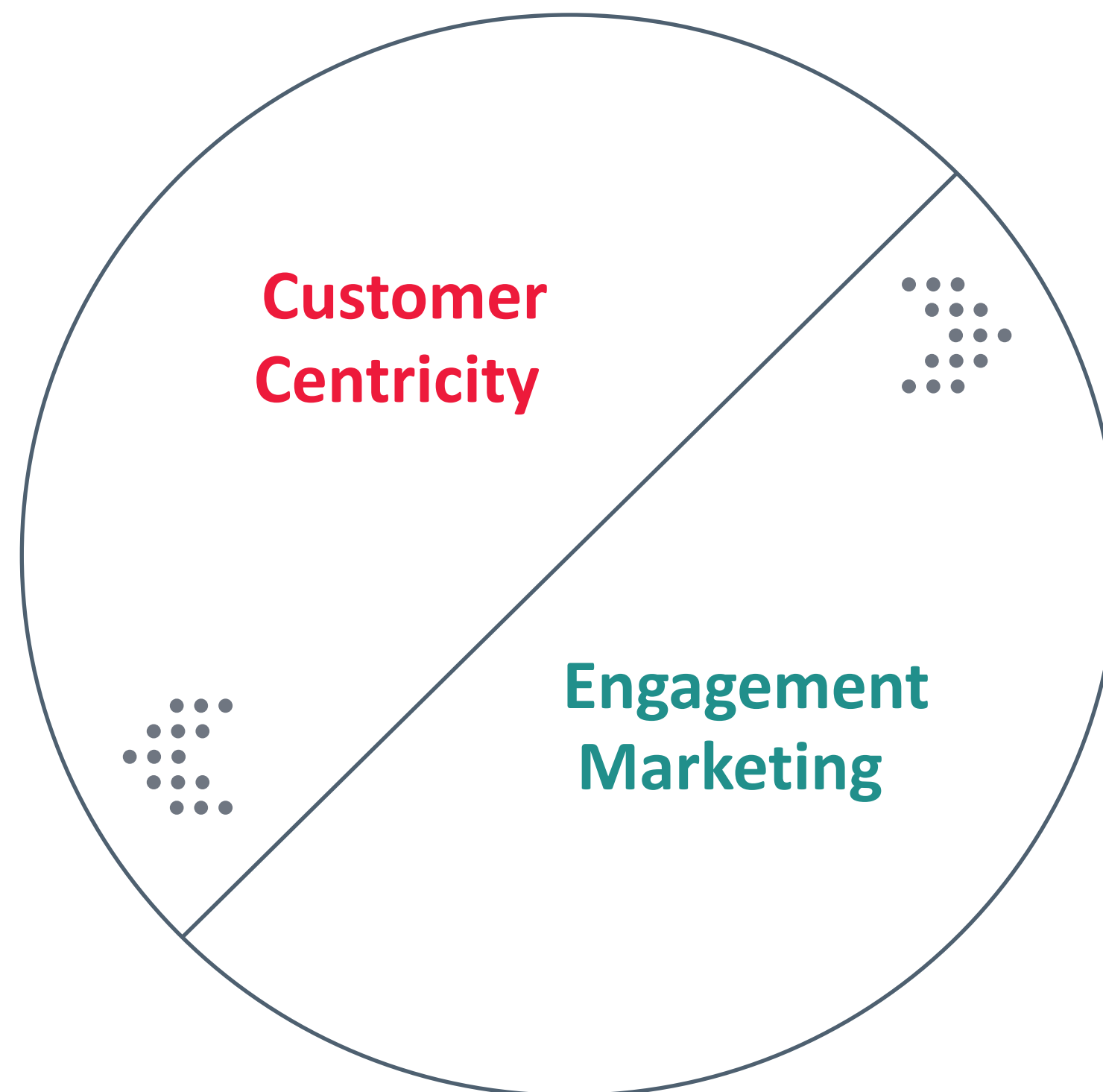
התקדמות הטכנולוגיה, שינויים בהתנהגות הלקוחות והאצת השינויים במגיפה

23% בשנה גידול המכירות מקוונות
פוסטים בבלוג והודעות לעיתונות מושכים פי שניים יותר לידיים
שוהים 88% יותר זמן כאשר בוידאו
שיווק משפיענים עוזר ל-84% מהעסקים להגביר מודעות למותג



רק 1 מתוך 50 שיחות קרות יעילה
כ-50% מכלל הקונים הם בני דור המילניום
77% מהלקוחות מבצעים מחקר יסודי לפני מגע עם הספק
החזר לא ברור של השקעה בפרסום ממומן לצורך הבאת ליד
חוסר בהירות לגבי ערוצי השיווק האפקטיביים





Influencer Marketing

משפיעני קהילות
מקצועיות ומקומיות
מאפשרים להגיע לקהלי
יעד ולעודד תשומת לב.
לצורך הגברת מודעות
למותג ולמצב חברה
כמובילות דעה

Customer Advocacy

מינוף לקוחות מרוצים
לשגרירים: סיפור מקרה,
המלצות, הפניות על מנת
לבנות אמון וליצור
הזדמנויות

Video Marketing

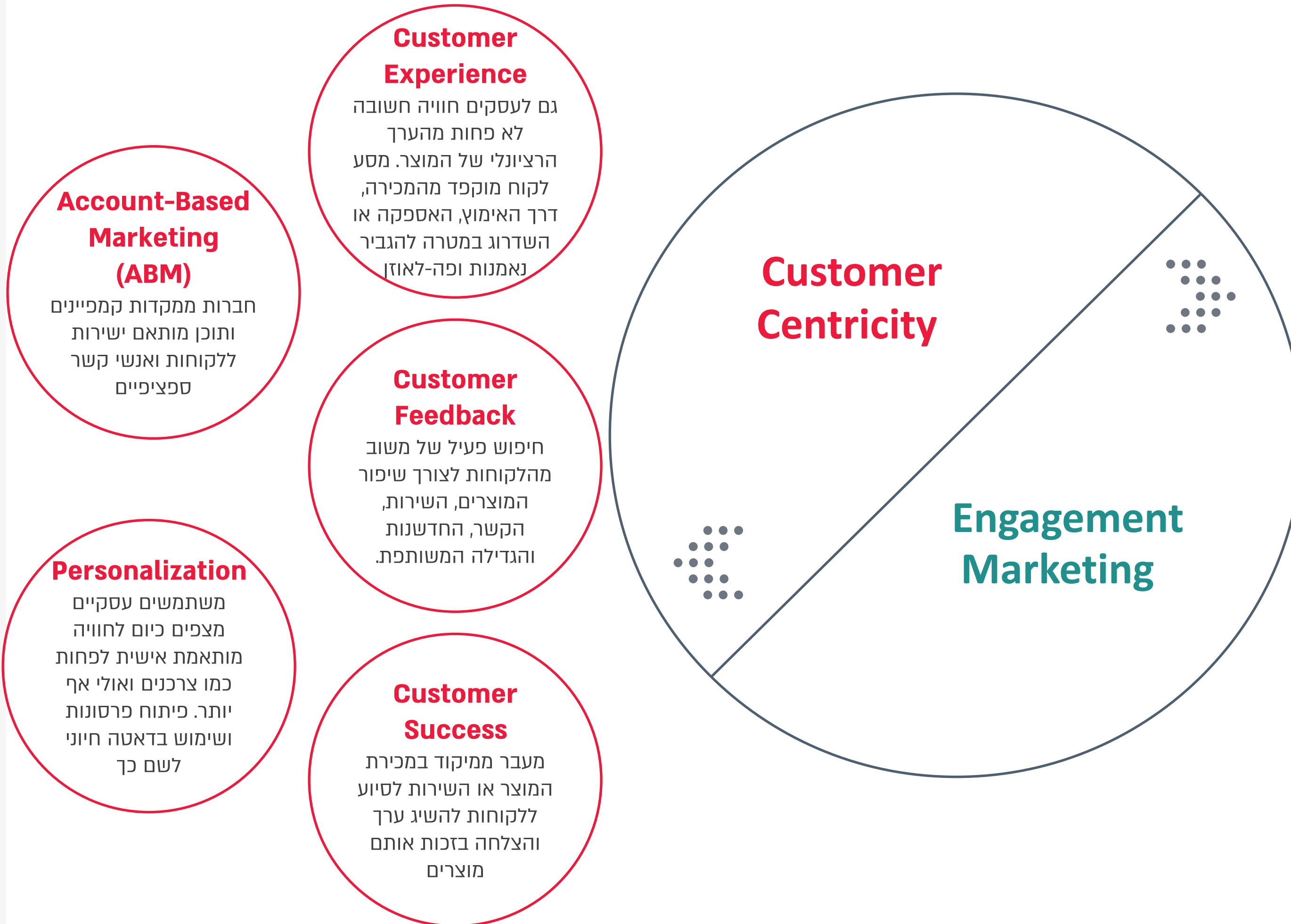
וידאו נעשה לכלי
תקשורת מוביל. מהדגמת
מוצרים, המלצת לקוחות
ועד תמיכה ואף מסרים
פרסונליים

End-customer

מעבר להוספת ערוץ סחר
ישיר עם לקוח הקצה,
היצרנים מפתחים
הכירות, מגעים ואף
שירותים ישירים ללקוח
הקצה. במקביל, לא
כתחליף לערוצים
המסורתיים

ערכי חברה וקיימות

ההימנעות מנקיטת עמדה
התחלפה בקידום
והזדהות עם ערכים
ספציפיים ומובחנים
לצורך חיזוק המחבורות
גם במחיר התרחקות
מחלק מקהל היעד



B2B נשאים במודל ומתקרבים ללקוח הקצה דוגמאות



האבולוציה של קשרי לקוחות קצה במודל עסקי של B2B

בעוד שהיבטים המסחריים נותרו באחריותו הבלעדית הלקוח הרוכש, של המפיץ או הדילר, היצרן מנהל מערכת יחסים מתרחבת ישירות עם הלקוח הסופי

B2B



Direct services to Consumer

- The IoT product provides a built-in direct relationship & touchpoints
- End-users' app
- Service plans - preventive, proactive, and personalized service
- Loyalty & success programs

End-user 1*1 relationship

B2B2C services

- Direct interaction for support and retention
- Contact center & WEB for troubleshooting, assistance and info
- Engagement by content, events, social communities, trials and surveys
- Rebates

End-user support

The manufacturer refers end-customer to the dealer

Gains visibility into the behavior of the end customer and establishes being the intermediary for interactions with the dealer



B2B



JOHN DEERE



Equipment

Finance

Parts & Service

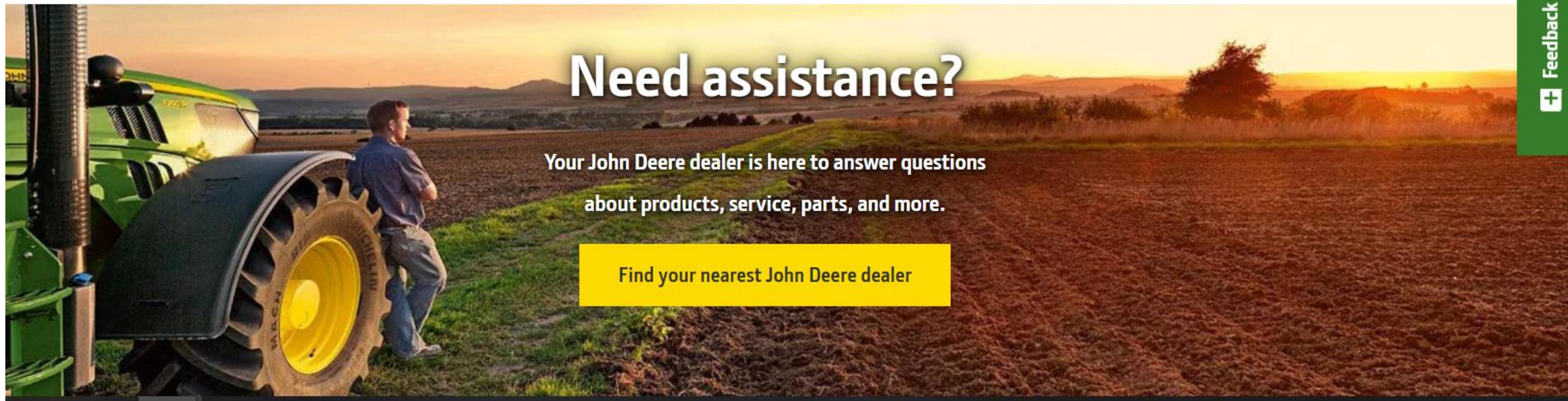
Find a Dealer

Sign In



Home > Our Company > Contact Us

Contact Us



Need assistance?

Your John Deere dealer is here to answer questions about products, service, parts, and more.

Find your nearest John Deere dealer

Feedback

The manufacturer refers end-customer to the dealer

Using advanced service techniques through the dealers or partner

Distance has never been a barrier

Keep running. That's always been job one of John Deere Connected Support™. For years, our customers and dealers have used connected tools to **rem** **monitor** and **proactively service** machines to increase uptime. Exclusive to John Deere, this technology comes factory installed on newer machines and is available for field installation on older machines. **To get connected, call your local John Deere dealer.**

Talking: Iris Altman



SERVICE ADVISOR™ REMOTE

Allows your dealer to remotely analyze Diagnostic Trouble Codes in near real time so technicians arrive on-site with the right parts and the right tools to quickly repair your machine.

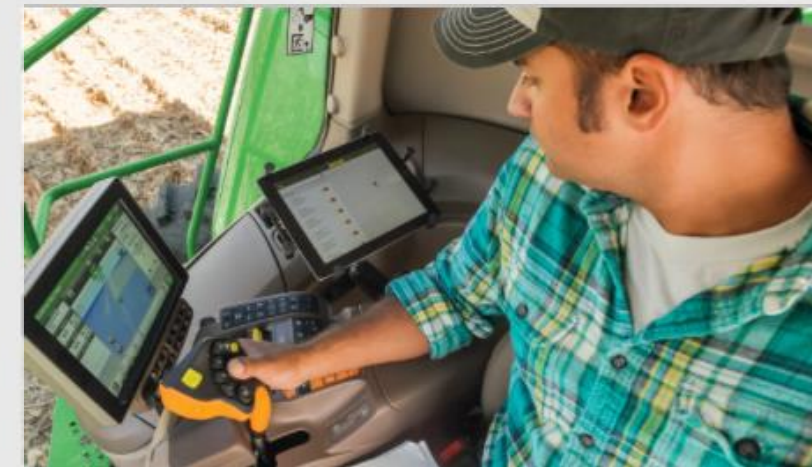
LEARN MORE



EXPERT ALERTS

An industry exclusive, Expert Alerts is a proactive monitoring system that automatically notifies dealers (with a customer's permission) of potential machine issues. This allows technicians to diagnose issues remotely and fix them before they become a problem.

LEARN MORE



REMOTE DISPLAY ACCESS

With your consent, your dealer can remotely assist you with in-cab display setup and adjustments for optimal machine performance.

LEARN MORE



B2B



JOHN DEERE

Direct Shopping - the visibility of an ecommerce site

A shopping basket created on a manufacturer's website is transferred to the dealer's website or emailed to the end-customer for further independent shopping



B2B

PLUS website Digital shopping exhibition

PLUS A/S is a Danish supplier of outdoor fencing, doors, rocking stands and garden furniture

Cubic blomsterkasser

Vælg farve og højde herunder.

Cubic Blomsterkasse m/hjul - 46x45 cm - Sort

Varenr: 18237-15
Bredde: 50 cm
Højde: 45 cm
Længde: 46 cm
Farve: Sort RAL 9005

Vejl. pris inkl. moms. **DKK 1.499,00** [Se detaljer](#)

Cubic Blomsterkasse m/hjul - 46x45 cm - Gråbrun

Varenr: 18237-18
Bredde: 50 cm
Højde: 45 cm
Længde: 46 cm
Farve: Gråbrun RAL 7023 transparent

Vejl. pris inkl. moms. **DKK 1.499,00** [Se detaljer](#)

Cubic Blomsterkasse m/hjul - 87x45 cm - Sort

Varenr: 18238-15
Bredde: 50 cm
Højde: 45 cm
Længde: 87 cm
Farve: Sort RAL 9005

Vejl. pris inkl. moms. **DKK 1.869,00** [Se detaljer](#)

Cubic Blomsterkasse m/hjul - 87x45 cm - Gråbrun

Varenr: 18238-18
Bredde: 50 cm
Højde: 45 cm
Længde: 87 cm
Farve: Gråbrun RAL 7023 transparent

Vejl. pris inkl. moms. **DKK 1.869,00** [Se detaljer](#)

Shelters

Vort udvalg af shelters til haven og uderummet

Shopping cart

Other customers also bought

Dealer's shopping cart



digital shopping exhibition


A personal area on the website for end customers

My account for personalized information and support

Vermeer Corporation is a global manufacturer of industrial and agricultural machines.



B2B2C

**MYVERMEER**

YOUR DIGITAL GATEWAY

Whether in the office or on-the-go, access personalized information on your equipment when you need it with MyVermeer.

WHAT'S IN IT FOR ME?

- Product Manuals
- Machine information
- Connect with a Vermeer Dealer for parts and service

Create your account today to get started.

Need help getting started? [Contact us via email](#) or call [1-641-621-7118](#).

First Name:*

Last Name:*

Email Address:*

I have read and agree to this [notice of personal information processing](#).*

I am 18 years or older.*

I confirm I have read the [Vermeer Privacy Policy](#).*

CREATE ACCOUNT

I ALREADY HAVE AN ACCOUNT

This site is protected by hCaptcha and its [Privacy Policy](#) and [Terms of Service](#) apply.



[How to Register Used Vermeer Equipment](#)

Branded consumer products for end customers and others

Identification with the brand through clothing, accessories, toys and product models



B2B2C



CLAAS Collection - My nature. My world. My passion.

Remote service directly to the end customer

WEB self-service



dyson Deals Shop For business Support My Dyson Dyson Live Search products and parts

Find your machine to get started

For faster help, login to your My Dyson account or register your machine.

- Vacuum cleaners
- Hair care
- Air treatment
- Lighting
- Hand dryers

Delivery and returns
View delivery information, timescales, charges and returns.

Demo Stores & Service Centers
Visit one of our stores to experience our technology first-hand. Visit a Dyson Demo store.

Dyson Digital Assistant

Stick Vacuums

Vacuums: Behind the clear bin

Vacuums: On the under pack

Did you find your serial number?

Yes

No

Type your question here Send



Smart diagnostic app for self troubleshooting

The App provides more end users resources and creates a direct manufacturer-end-customer communication channel

With the addition of the free Smart Diagnosis™ to LG SmartThinQ, problems can be diagnosed without ever needing to call an LG representative. This application can record and analyze the special tones emitted by Smart Diagnosis™ washers and can instantly provide troubleshooting steps to get the problem fixed.

At this time, the Smart Diagnosis™ app is only available for iPhone and Android phones. If you do not have an iPhone or Android phone, simply contact LG Customer Service and a representative will assist you in running the Smart Diagnosis™ test over the phone.



and you can check the current state of your product on the screen.



B2B2C



<https://www.youtube.com/watch?v=0BMW7iv0i04>

Using IoT technology to establish a direct relationship



D2C

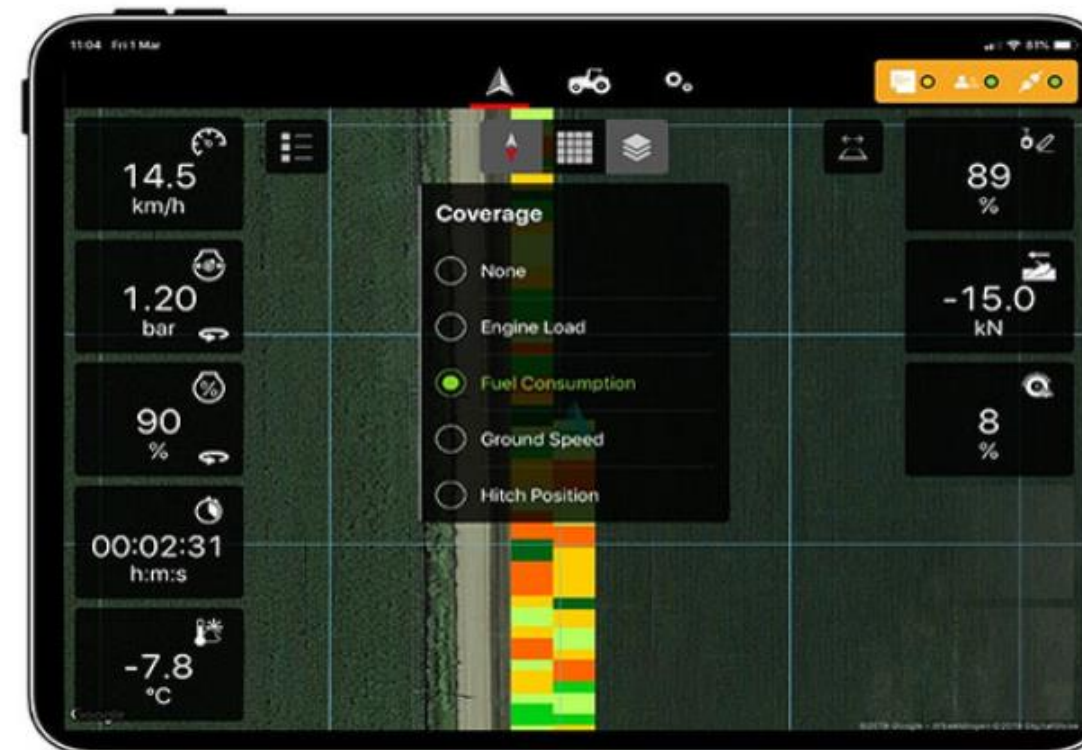
Everything in sight – Fendt Smart Connect

Fendt Smart Connect shows machine parameters on your iPad. With your machine equipped with the telemetry basic package, you can show specific machine data in the free Fendt Smart Connect app. Data is sent via WiFi. With Fendt Smart Connect, the driver gets an extra, customisable display. The system does not permanently store any data.

Fendt Smart Connect gives you an overview of:

- Engine speed
- Slip
- Fuel and AdBlue consumption
- Engine load
- Lifting capacity
- etc.

Smart Connect includes a Weather Snap-In. This enables you to display the current weather data and forecasts on an iPad.



FENDT

[Telemetry | Smart Farming \(fendt.com\)](https://www.fendt.com)

Using IoT technology for offering direct add value services

A smart application for efficient operation and control serves as a basis for a variety of direct services

Connect telemetry solution

Valtra is a pioneer in developing and tailoring easy-to-use tractor solutions

CONNECT
TRACTOR DATA,
INFORMATION
AND SERVICES.

CARE
FACTORY
EXTENDED
WARRANTY.

GO
MAINTENANCE
CONTRACT.

**COMPREHENSIVE
SERVICE AND REPAIR**



D2C

VALTRA

Connect, Care & Go |
Total peace of mind |
Valtra

Service Package offering to end-customers

Variety of benefits like 24/7 support, fast repair, on-site visit, return without explanation



What is covered under Protections PLUS:

+ Extended Service Plan Coverage (ESP)*



- Coverage Term - Up to 5 years*
- 24/7 Phone Support
- Sony Authorized Technicians
- Functional Parts & Labor
- Surge Protection

+ Extended Service Plan + Accidental Damage (ADH)*

- Coverage Term - Up to 4 years*
- 24/7 Phone Support
- Sony Authorized Technicians
- Functional Parts & Labor
- Surge Protection
- Accidental Drops
- Water Damage

DISCOVER THE RANGE OF SERVICE PACKAGES



ESSENTIAL (+) PACKAGE
Zenius - Nespresso Momento Coffee range - Gemini

Unlimited repairs

Intervention within 2 working days

Care products Q

COMFORT (+) PACKAGE
Aguila - Full Nespresso Momento range - Gemini

Unlimited repairs

Intervention within 2 working days

Care products Q

1 Care visit / year

Preventive Maintenance Q



D2C



End customer rewards

Web Invoice uploader for claiming a rebate



HOME | SUBMIT A CLAIM | REWARD TIPS | FAQ | CONTACT US |

What products did you purchase?

Product Category	Product Type	Description	Quantity
CAR/LIGHT TRUCK/SUV	Select Type	Select Product Description	

[+ Add Another Product](#)

If you don't see your purchased product(s), please check our [Current Offers](#) and click on [See Details](#) to confirm that your product(s) qualified for a current offer. If you have any additional questions, please contact Bridgestone Rewards Headquarters at contactus@bridgestonerewards.com.

Upload Your Store Invoice Images

To validate your reward eligibility, you must attach at least one Store invoice for the purchase you are claiming. Images must clearly display Store Name, Final Invoice/Purchase Date, Product Description, Quantity, and Payment Method.

- Files must be JPG, PDF, PNG, GIF, BMP, or TXT.
- Files must be smaller than 5MB.
- Credit card invoices are **not** accepted.

[Click HERE](#) if you are unable to create an image of your invoice

Add An Invoice Image

← Back Next →



B2B2C



BRIDGESTONE

End-users' loyalty program

Small and medium business members can email invoices or recycle through HP Planet Partners and earn points

Original HP supplies deliver the #1 value every time you print. And when you join Business Rewards, they can also deliver the value of new HP printers, scanners and more, right to your office.

Program eligibility

Business Rewards is available to any Canadian small or medium business that purchases a minimum of \$500 CAD in qualified Original HP ink, HP toner and Samsung toner products annually.

Earn Business Rewards points for your qualified HP Ink and Toner purchase by emailing your invoice to support@hpbusinessrewards.com




D2C



Self Assistance

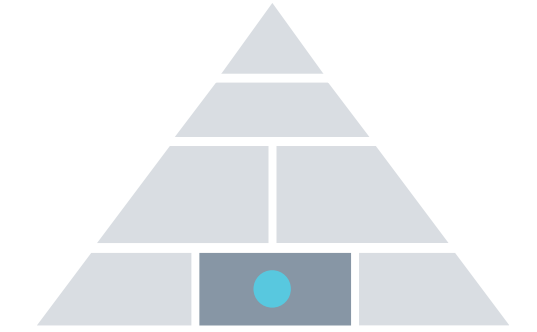
How-to videos



Explore How-To Videos

Get Started >

Understanding Error Codes

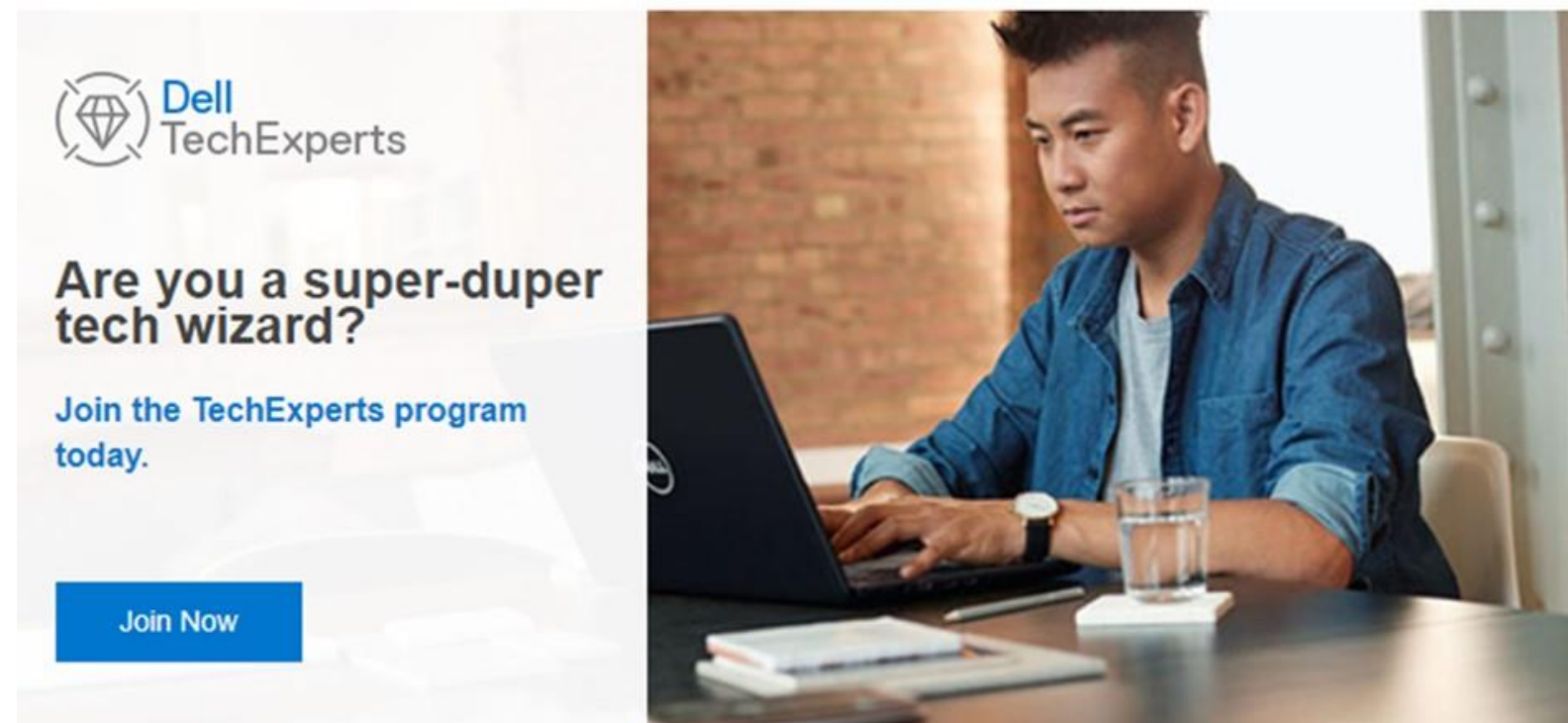


Maytronics Service Concept



Program for influential end customers and opinion leaders

They are given status, privileges, participation in special events, testing new products and they are encouraged to help colleagues on social platforms



D2C



Dell Community Rockstars

The Dell Community Rockstar program recognizes independent experts and enthusiasts for their community contributions. The Rockstars assist the community in solving technical issues, glean product ideas, and helping customers get the most from their Dell products and services.

These key community members play a critical role by sharing their knowledge, as well as representing the voice of the Dell customer.

The goal of the Dell Community Rockstar program is to recognize this invaluable group of influencers and empower them to better assist the Dell community.

What does it mean to be a Dell Community Rockstar?

Community Rockstars will receive a badge along with a number of exclusive privileges and benefits including invitations to online and offline events, evaluating new products and access to internal Dell resources.

Dell's Community Rockstars are:

- over 100 dedicated individuals sharing their technical expertise
- located in more than six countries
- a legacy community who has participated in the Dell Community Forums since 2000 and in the IdeaStorm community since 2007.

מספקת אבחון, גיבוש תפיסה, תכנון והטמעת שינוי בתחום השירות, המכירות, השיווק, היחסים וחוויית הלקוח.

אנחנו מומחים במרכזיות לקוח - מסייעים בניווט הארגון לנקודה האופטימלית בה הן הארגון והן הלקוח מקבלים ערך מוגבר לאורך זמן.



Customer Centricity

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**יחידת הייעוץ
בתחום מרכזיות
הלקוח ושיווק**

BDO

תודה רבה!

ד"ר גיא יוגב

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