

TYRI INTELLi^{light}

Drive B2B Sales With the Digital Customer Experience

Begin exploring here

6 steps

to make sure your products
win in digital channels



How to Drive Sales of Complex B2B Products with the Digital Customer Experience

In a competitive B2B market, where customer expectations are high and products are complex, maximizing sales and creating a satisfying digital customer experience are essential.

Here are our 6 ways to drive conversion, engagement, and customer satisfaction for B2B product manufacturers.

The inspiration for this article comes from our experience working with brands such as **Suunto**, **SKF**, **Simrad**, **Husqvarna**, **Bosch-Siemens Home**, and **Nibe Industries**, as well as from the work of **Professor Magnus Söderlund of the Stockholm School of Economics**, who studied the effects of 3ngage on Customer Satisfaction.



1

Deliver a Realistic Experience of Your Product

B2B customers value accurate and detailed product information. By presenting your products in a realistic and true-to-life manner, customers gain a better understanding and feel more confident in their purchasing decisions.

3ngage allows you to deliver **functional realism** as well as visual fidelity -enabling customers to explore your product's features and capabilities in a realistic way.

[click to try](#)

Simple to use buttons

Prominently placed buttons, with short & long press functionality enable sure activation of the EON Steel, even when wearing gloves.

[click annotation to close]



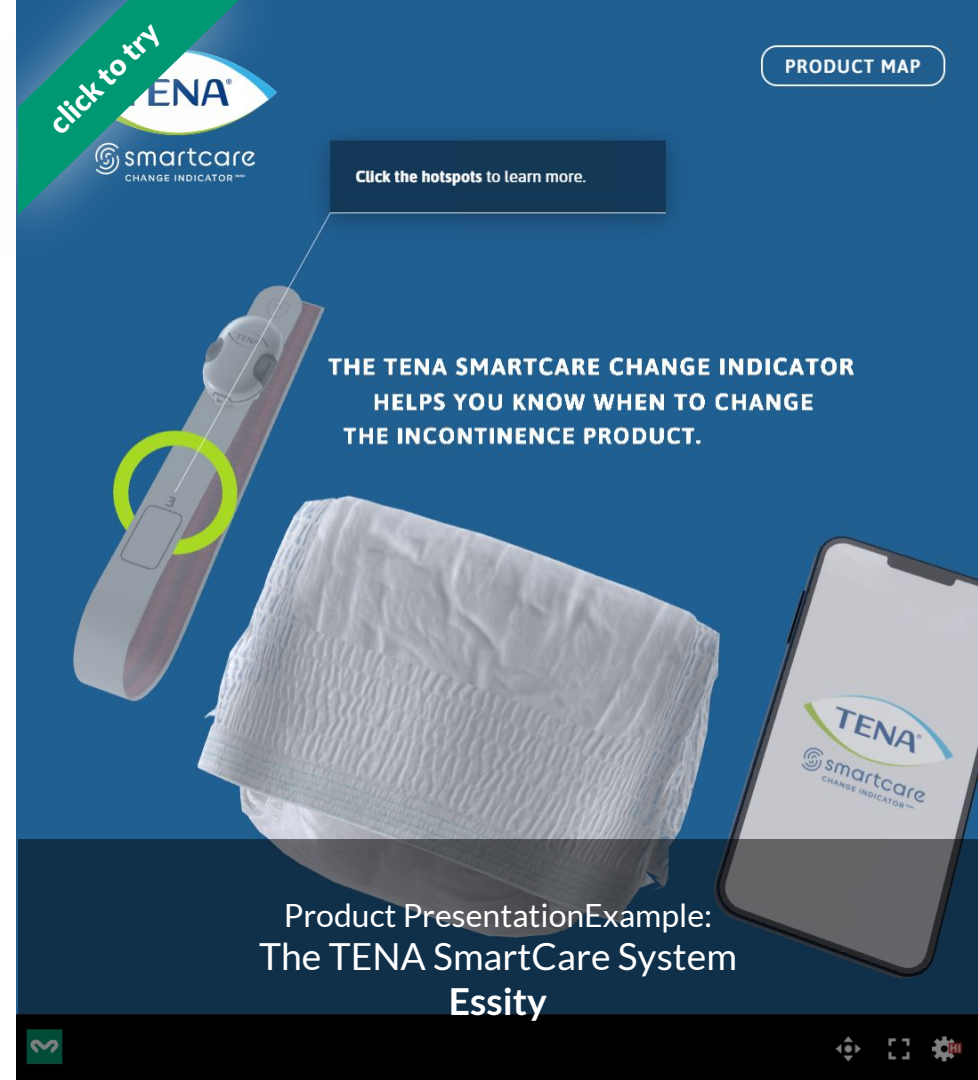
Sales Support Example: The EON Steel Dive Computer Suunto USA

2

Surprise Your Customer

Standing out in a competitive B2B landscape is crucial. Photos and videos have been around for a long time. If you can find a novel way of presenting your product, so that the format itself generates surprise, this will lead to higher satisfaction.

By offering a novel and engaging way to present products in digital channels, 3ngage guarantees a positive surprise and attracts the attention of potential buyers.



3

Show Your Expertise and Dedication

B2B customers appreciate when a seller goes the extra mile to present their offering. Demonstrating expertise and dedication in product presentation signals reliability and commitment. This is an often- overlooked dimension in marketing, according to Professor Söderlund at the Stockholm School of Economics.

3ngage helps you convey the effort you put into ensuring your customers fully understand your offer, showcasing your expertise and dedication.

HOW TO REPLACE CUTTING BLADES ON YOUR
HUSQVARNA AUTOMOWER®

START THE GUIDE

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After Sales Support Example:
The 450x Robotic Lawnmower
Husqvarna Group

4

Help Your Customers Visualize the Benefits

Enable your customers to envision the advantages and applications of your product in their own business context. By inspiring them to imagine your product in their context, you will make them more engaged and increase their willingness-to-buy.

3ngage facilitates this by providing digital simulations, allowing customers to experience your product virtually, and better understand its potential impact on their operations.



Customer Onboarding Support Example:
The Simrad SY50 Commercial Sonar System
Simrad by Kongsberg



5

Let Your Customer Take Control

B2B customers appreciate the freedom to explore and evaluate products at their own pace. Rather than forcing them down a path, give them control over their product exploration journey. This will increase their satisfaction and trust in your offering.

3ngage puts your product in your customers' hands and lets them decide how to explore it, transforming them **from passive viewers into active explorers**.

click to try

TYRI **INTELLi**light[®]



Sales Support Example:
The INTELLi light Smart Lighting System
TYRI Lights

QUALITY

SUSTAINABILITY


LEARN MORE 

6

Provide Absorbing Interactive Content

Create sales content that grabs your customers' attention and immerses them in the experience. In digital channels, this means allowing for as much interaction as possible, which has been shown to increase customer satisfaction.

3ngage offers an engaging and interactive way to present products, capturing the interest of B2B customers. The average interaction time with 3ngage is around 4 minutes, demonstrating its ability to maintain customer focus and interest.



INTRODUCING

A NEW ERA OF COMFORT FOR LIPEDEMA AND LYMPHEDEMA

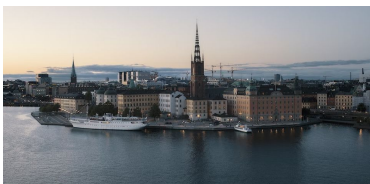
Invite your patients to experience the difference that a personally refined fit can bring to their daily comfort.

Sales Support Example:
JOBST Confidence Compression Therapy Garment
JOBST

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Get in touch



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