

Data Report

The Data Is In: B2B Buyers Expect a Better Payments Experience





FROM THE CEO

The B2B Buyers' Payments Preference Study

I'm thrilled to share findings from our recent research study, which explored the B2B payments experience and its connection to buyer loyalty. The last time we conducted this research was 2019, and the world has changed a lot since then.

Today's technology enables sleek and streamlined B2B purchasing and payment experiences—including automated trade credit offers—that are fast and comprehensive. However, most B2B companies have yet to implement these innovations, leaving their buyers to navigate inefficient processes that can be frustrating and slow.

In this report, we'll reveal what B2B buyers need, what they want and how their loyalty increases when your company delivers a perfected payments experience for today's digital-first age.

Enjoy these insights and [reach out](#) to talk about how to increase AOV and reduce DSO with a comprehensive B2B payments strategy.

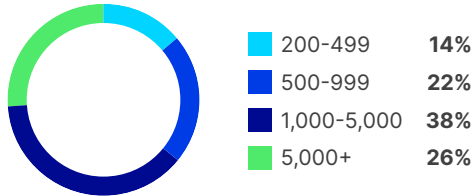


Sincerely,
Brandon Spear
CEO, TreviPay

Methodology

TreviPay and Murphy Research conducted an online survey of 300 global business buyers between May 17 and June 2, 2023. A probability sample of the same size would yield a margin of error of +/- 5% at a 95% confidence level.

Number of Employees



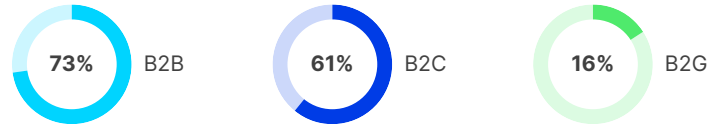
Annual Revenue

\$402.7 million

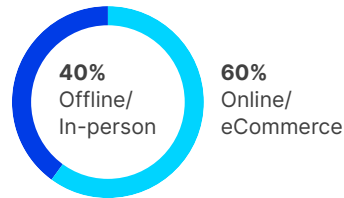
Industry

Financial services	35%	Healthcare	8%
Manufacturing	14%	Professional services	8%
Retail	13%	Government	5%

Business Type



Online vs Offline Purchases



Business Needs Purchased for

Local	75%
National	61%
Multinational	30%

Key Takeaways

B2B buyers are often frustrated by their purchasing experiences. For sellers in all industries, offering a better payments experience can provide a competitive edge, increasing buyer loyalty, AOV and LTV. Below are the key findings from this report.

Where Merchants Fall Short

Buyers identified three areas where sellers fall short today: inefficient processes, inaccurate invoices and slow onboarding.

What Buyers Really Want

B2B buyers seek out suppliers who have a good reputation, available inventory and consistent purchasing experiences.

72% of B2B buyers are more loyal to a business that offers their preferred payment method.

In fact, the strongest seller-buyer relationships are significantly affected by the payments process.

The Perfected B2B Payments Experience

Choice + Convenience + Customization

Choice of payment methods is important, with trade credit and credit cards preferred by buyers.

Convenience means a fast, frictionless and omnichannel onboarding and payments experience or a quick integration into an ERP.

Customization is essential for buyers, whose invoicing requirements are often specific and distinct from other buyers. One-size-fits-all invoicing doesn't work in the new normal. For example, some buyers require fields to capture PO numbers, serial numbers, VINs or other tracking details.

Giving buyers what they want — payment choice, convenience and customization — can drive the perfected payment experience.

OPPORTUNITIES FOR SELLERS

Where Suppliers Fall Short

A great B2B payments experience must address and relieve buyers' top three pain points: inefficient processes, incorrect invoices and slow onboarding.

Tip: *Inefficient processes are a direct reflection of manual back-office systems that create immense operational roadblocks. Instead, opt for digitalization to enable growth.*



Top 3 B2B Buyer Payment Pain Points



Inefficient Processes



Invoices Do Not Reflect Correct Data/Information



Slow Onboarding

OPPORTUNITIES FOR SELLERS

The Business Consequences of Inefficient Payments

If buyers are feeling pain, merchants are also going to suffer consequences that can affect the bottom line.

Top 3 Buyer Pain Points and Their **Negative Consequences**



Inefficient Processes

- Abandoned purchases
- Not scalable
- Lost business



Invoices Do Not Reflect Correct Data/Information

- Requires costly manual rework
- Delayed payments
- Negative effect on DSO



Slow Onboarding

- Abandoned purchases
- Lost business

OPPORTUNITIES FOR SELLERS

The Real Problems with Slow Onboarding

After a buyer chooses a supplier, she's ready to buy. But it's not that simple, as slow and inefficient onboarding can take an average of 2.6 days to complete—and that's without the IT work required to integrate into the buyer's payment system.

Top 3 Barriers to New Buyer Onboarding

- 1 The amount of time the process takes
- 2 Integration into our payment system
- 3 Inefficiency in the process

Average Time Required for Onboarding

2.6 days



Tip: Buyers expect to onboard in minutes, not days, and are willing to abandon a merchant that is too slow.

OPPORTUNITIES FOR SELLERS

Credit Cards Can't Cure Onboarding Woes

B2B buyers know that they can skip slow onboarding and bypass integration requirements by paying with credit cards. In fact, 95% of buyers report using credit cards monthly, but they aren't the best option for all purchases.



Top 5 Reasons Credit Cards Alone Aren't Cutting It

1 Transaction limits

2 High processing fees

3 Increased strain on A/R department

4 Increased strain on procurement department

5 Surcharges

Tip: Business buyers have found credit cards are not ideal for larger purchases due to credit line constraints. It's important to offer a more comprehensive payments solution to allow buyers to pay how they want.

BUYERS' EXPECTATIONS

What Buyers Really Want

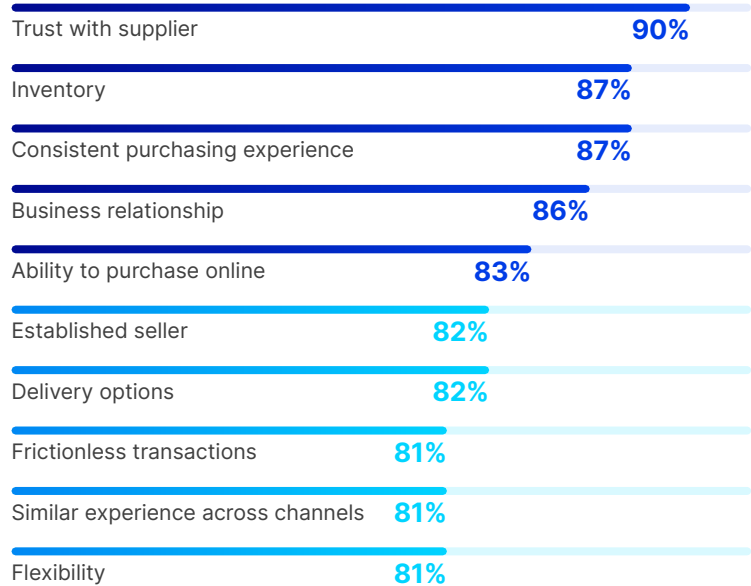
B2B buyers value a seamless experience before, during and after the payment.

Other factors, including trust in the supplier, inventory availability, ability to purchase online and delivery options also rank high on their list of top factors when choosing a new merchant.

	2021	2027
Online Sales	\$1.7 Trillion	\$3 Trillion
Offline Sales	63% of Sales	55% of Sales

Source: Forrester. *US B2B E-Commerce Will Reach an Estimated \$3 Trillion By 2027.* June 8, 2022.

10 Factors that Influence Buyer Satisfaction



BUYERS' EXPECTATIONS

Buyers Want to Pay with Trade Credit

Trade credit, also called net terms or invoice terms, is a leading B2B payment method—especially for larger purchases. That's why 85% of buyers want the option to pay on net terms and are likely to buy more when they can pay this way.

Tip: To close larger deals and sell to bigger players, B2B merchants must offer trade credit—it's the right payment method to open the door to these opportunities.



85% want to pay with trade credit



61% say trade credit is their leading way to pay



59% prefer trade credit for large purchases



45% would buy more if offered trade credit

BUYERS' EXPECTATIONS

Buyers Want Flexible Net Terms

B2B buyers strongly prefer having adequate time to pay invoices—30-, 60- or 90-day options are most common. This flexibility is so important that **78% say it is necessary that sellers offer invoicing, and 51% of buyers will switch to a different merchant if it offers flexible net terms.**

Most B2B Buyers Want Flexible Terms

Have the option to pay on terms



And Will Choose Sellers that Offer It



Likelihood to choose supplier offering invoice terms

- Extremely likely 16%
- Very likely 35%
- Somewhat likely 38%
- Not very likely 8%
- Not at all likely 3%

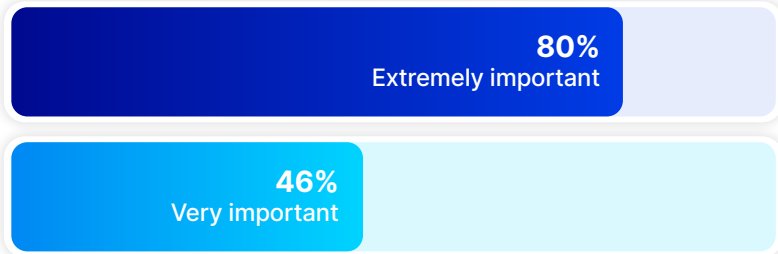
BUYERS' EXPECTATIONS

Buyers Want Convenient ERP Integrations

For B2B buyers, a merchant's ability to integrate with an ERP platform is strongly preferred—**80% of respondents say it's very or extremely important that sellers offer this capability.**

Manual payment processes can never be integrated, effectively closing the door to these sales opportunities.

Integration in ERP platforms



BUYERS' EXPECTATIONS

Buyers Want to Customize Their Purchasing Experience

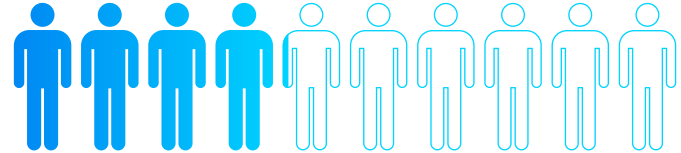
Many B2B buyers (**78%**) need to be able to **customize or control certain aspects of their purchasing experience**, such as including required PO numbers, setting spending limits or limiting purchases to preapproved SKUs.

Note that **41% of respondents want sellers to prioritize innovations in these types of controls**, indicating that they aren't satisfied with their current levels of customization.

Setting up Purchasing Controls Is Important



7.8 out of 10 people say "it's important for our suppliers to allow me to set up purchase controls"



4.1 out of 10 people prioritize pricing and purchasing controls

BUYERS' EXPECTATIONS

Buyers Know the Way They Want to Pay

Buyers didn't develop their payment preferences in a vacuum. Instead, they've had real-life B2B experiences that have fallen short. That's how they know exactly what they want and why they're much more loyal to suppliers and merchants who offer an optimized payments and invoicing experience.

B2B Buyers' Most Important Seller Features

Frictionless transactions



Similar payment method across all purchase channels



Ability to pay using our preferred payment method



Having a variety of payment options available



BUYERS' EXPECTATIONS

Customers Value Frictionless Payment Experiences

As we've established, meeting buyer demands for an optimized payment experience is important for first-time customers. It's also important for retention. Buyers with strong seller relationships say frictionless payments, consistent omnichannel payments, preferred payment choices and a variety of payment options are very or extremely important to them.

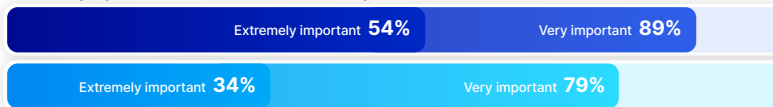
Important Seller Factors by B2B Buyer Relationship

 Strong relationship  Growing relationship

Frictionless transactions



Similar payment method across all purchase channels



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BUYERS' EXPECTATIONS

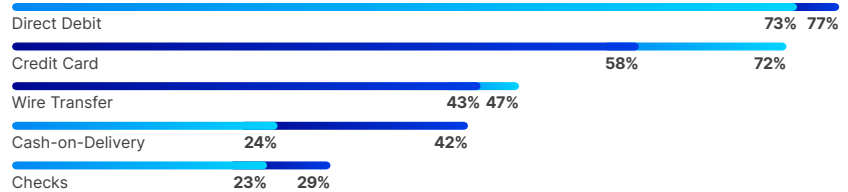
Satisfied Buyers Are Sticky Buyers

Frequent users of trade credit—daily or weekly vs. monthly or less—are more likely to be satisfied with their payments experience. **This results in strong relationships with their sellers (32%), as opposed to infrequent trade credit users (17%).** In other words, trade credit is a very important payment choice if loyalty is a priority.

Frequent vs. Infrequent Trade Credit Use

● Frequent trade credit use (daily/weekly) ● Infrequent trade credit use (monthly or less)

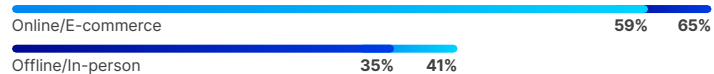
Payment Methods Used



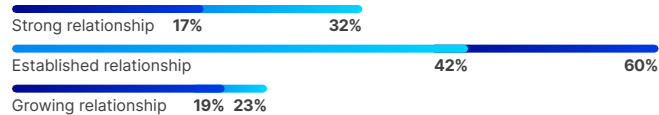
Trade Credit Satisfaction



Online vs. Offline Purchases



Supplier Relationship



BUYERS' EXPECTATIONS

Buyers Want More Than Just Great Payments

What matters most to buyers? We asked the respondents who are highly loyal to their sellers what drives their devotion. From a list of over 20 options, these seven topped their lists.



Top 7 Drivers of B2B Buyer Loyalty

- 1 Established seller (reputation)
- 2 Consistent purchasing experience ●
- 3 Ease of onboarding ●
- 4 Delivery options
- 5 Automated onboarding ●
- 6 Integration into ERP platforms ●
- 7 Business relationship

● = TreviPay offers

BETTER B2B PAYMENTS

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TreviPay Provides Frictionless B2B Payments

TreviPay's B2B payments and invoicing platform provides everything buyers really want, delivered at scale.



Efficient Processes

that can propel a B2B company into a real digital transformation



Easy Onboarding

with an all-digital trade credit application and approval process



Payment Choice

Trade Credit, Credit Cards, ACH, Wire Transfer and Direct Debit in 20+ currencies



Trade Credit Available

to give buyers access to the trade credit they need



Accurate Invoices

thanks to smart automation that eliminates common manual errors

And We Can Make It All Happen Quickly

Digital payments have accelerated, and so have we. At TreviPay, we've done the heavy lifting so a new payments solution can launch in market fast.

We offer a modern collection of APIs and webhooks that make it easy to integrate with even the most complex systems, including integration directly into buyers' A/P systems via XML, EDI or CXML.

TreviPay also supports a growing library of pre-built eCommerce and marketplace integrations, including Mirakl, Spryker and Adobe Commerce (Magento), empowering businesses to unlock the full potential of their online experience.

With TreviPay, it's fast and easy to optimize your B2B payments experience. Go ahead, give your buyers what they really want. **Start a conversation** with the B2B payment experts at TreviPay today.

About TreviPay

At TreviPay, we believe loyalty begins at the payment. By understanding the diverse and unique requirements of B2B sellers, TreviPay's global B2B payments and invoicing network enables enterprises to provide payments choice and convenience, open new markets and automate accounts receivables. With more than four decades of experience, TreviPay serves leaders looking to build loyalty while driving efficiency and embracing new digital channels, especially in industries with large distribution networks such as manufacturing, retail and transportation.

For more information, visit TreviPay.com.

