

# The Rise of Self-Service Portals in B2B Aftersales

A new study reinforces the **need** for Self-Service Portals to **enhance** the B2B buying journey

As B2B buyer expectations continue to evolve, the demand for **digital autonomy** and **seamless experiences** is reshaping how purchases are made, particularly in aftersales. Take a quick look at the study's key takeaways below, or read the full report [here](#)

This study is based on a survey of **100 U.S.-based B2B buyers** across industries, including Automotive, MedTech, Agriculture, and Industrial Manufacturing, conducted by Statista+ on behalf of Spryker in March 2025.

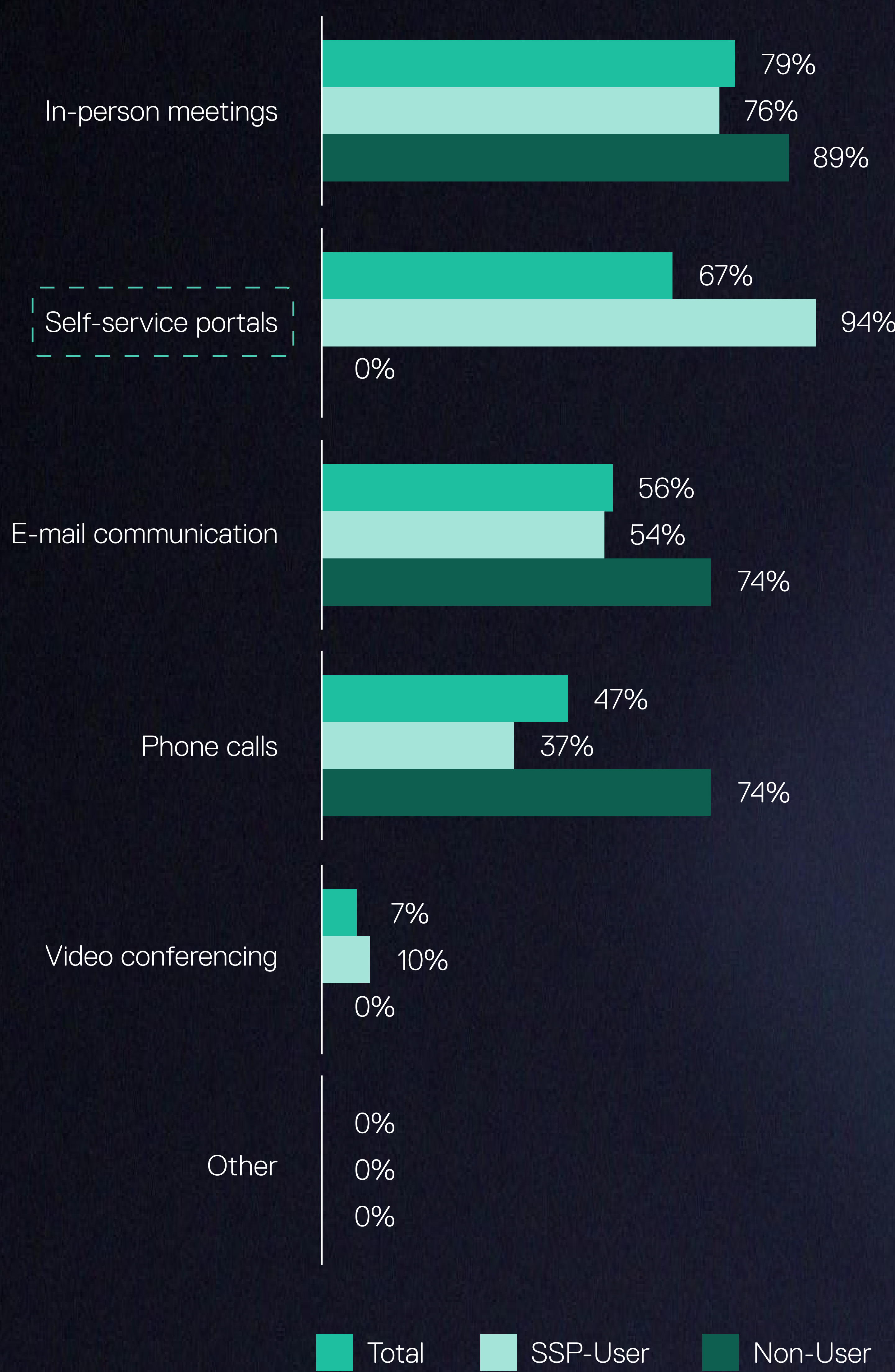
## SSPs are a preferred B2B channel

SSPs are the **second most preferred channel** for making B2B aftersales purchases between both SSP users and non-users.

**94% of B2B buyers** who have already used an SSP rank it as a preferred channel, making it the **most preferred** among SSP users.

**Three-quarters of B2B buyers** consider SSPs an important part of the aftersales procurement process, with 41% citing them as a very important part of making B2B purchases.

Preferred Channels



**SSPs are a preferred channel** yet the study found that they rank only **fourth in actual usage**, revealing a notable gap between buyer expectations and supplier offerings.

## SSP users are more satisfied

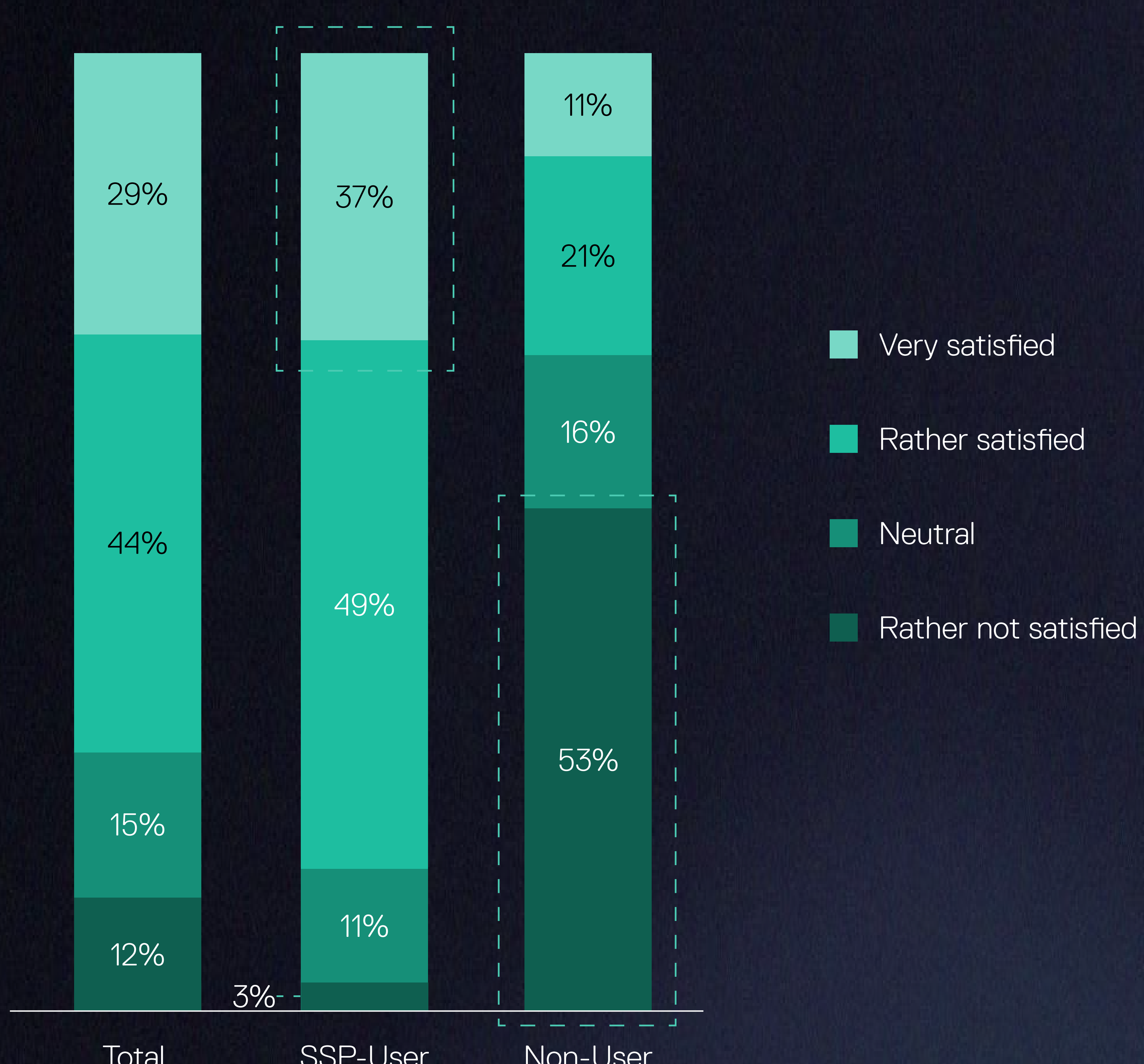
**86%\* of SSP users** say they're satisfied with their current B2B experience, compared to only 32% of non-users.

**53%\* of non-users** are (rather) not satisfied with the current B2B experience, compared to 3% of SSP users.

**88%\* of buyers** who already use SSPs say SSP availability positively impacts their decision to continue purchasing from a company.

\*Top-2 values, Statista+ 2025

Satisfaction with Current B2B Buying Experience



The agriculture industry shows a **higher level of dissatisfaction** with the B2B buying journey than other industries, exposing a timely opportunity to close the experience gap.

# SSPs are making B2B aftersales more **efficient** and **transparent**

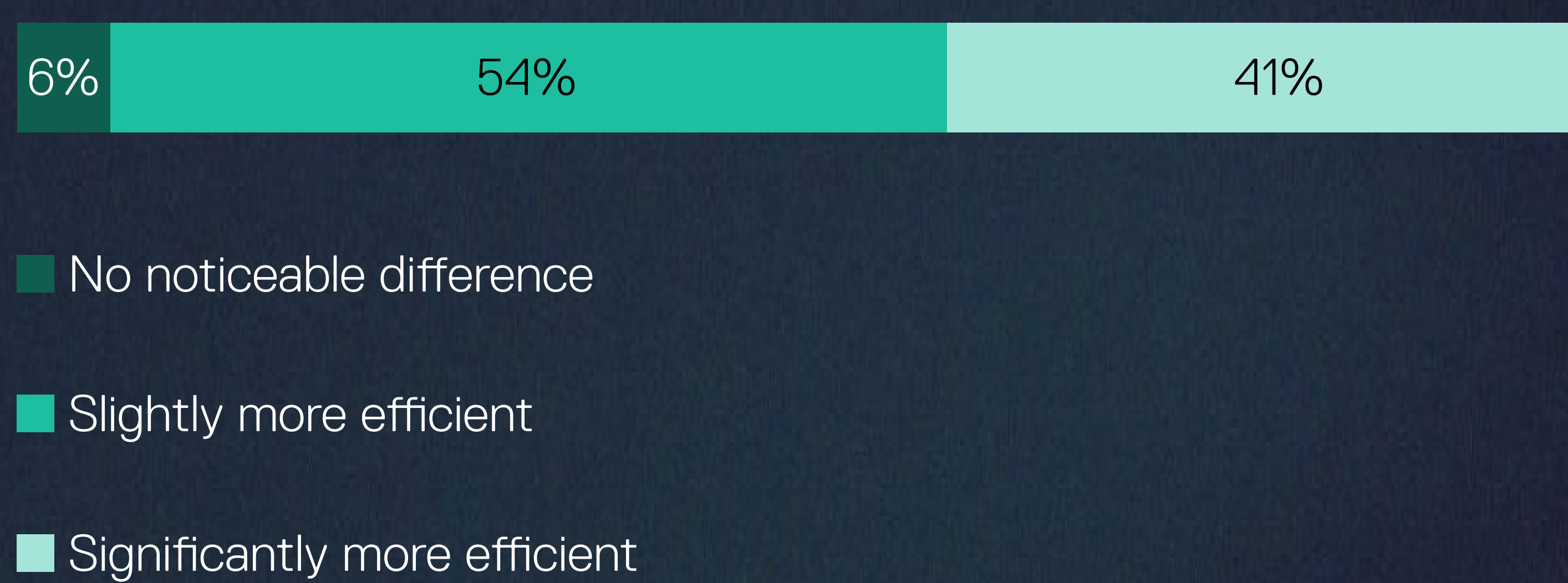
**95%\*** of buyers believe SSPs improve efficiency, with 41% saying that SSPs make the process significantly more **efficient**.

**68% of buyers** who are aware of SSPs report saving between 30 and 60 minutes per purchase when using an SSP, with 21% saving upwards of **2 hours**.

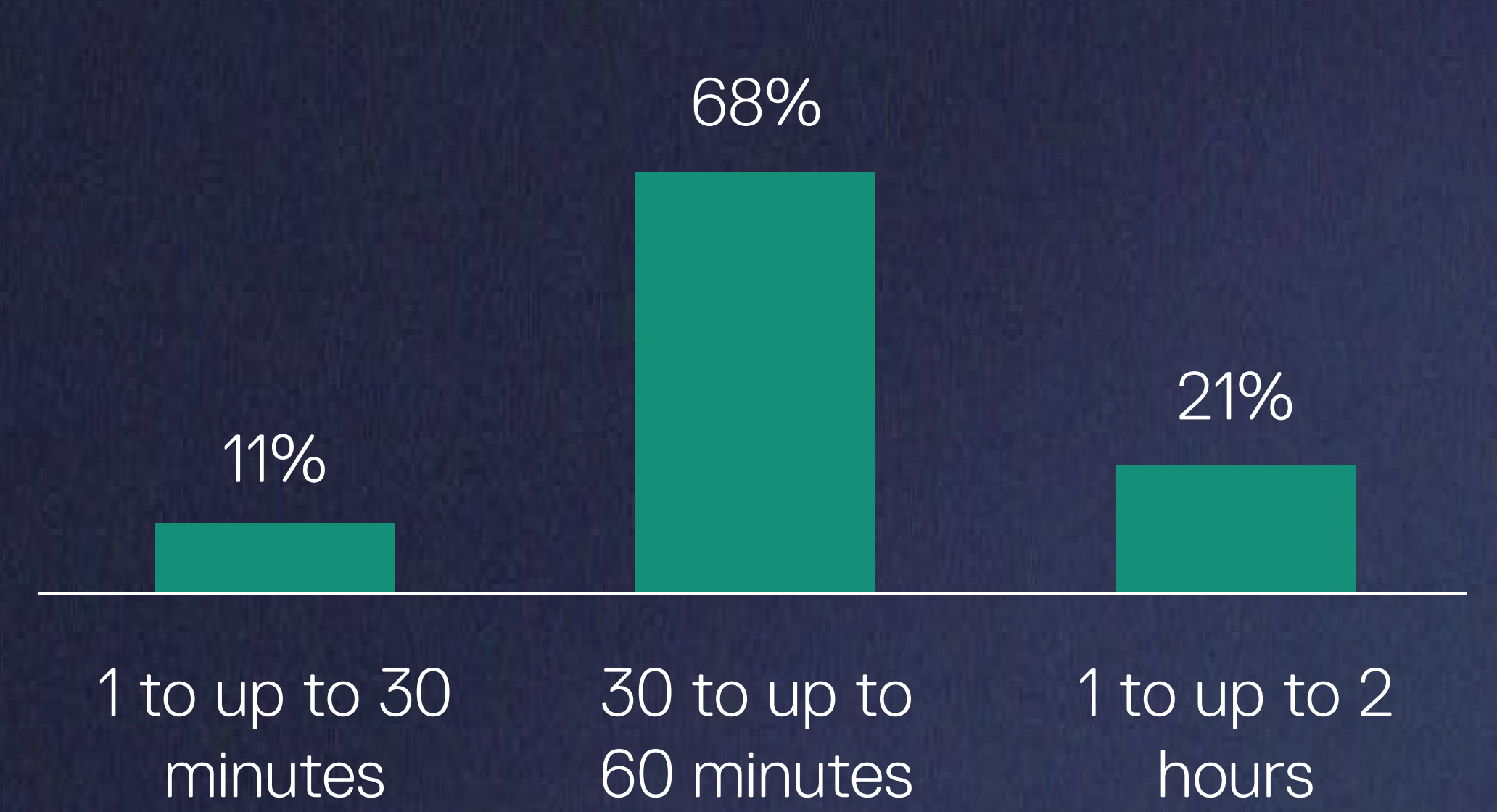
The **top benefits** cited by SSP users are traceability of purchase history (82%), more **flexible, on-demand access** to information and tools (75%), and **greater transparency** of product information (66%).

\*Top-2 values, Statista+ 2025

**Efficiency Effects** of Using SSP in Purchasing Process



**Time Savings** per Purchase with SSP



This efficiency data translates to **notable gains** when scaled across complex organizations and high-volume aftersales procurement, making **time savings** one of the most measurable benefits of implementing an SSP.

# SSPs will play an **important** role in the **future** of B2B Aftersales

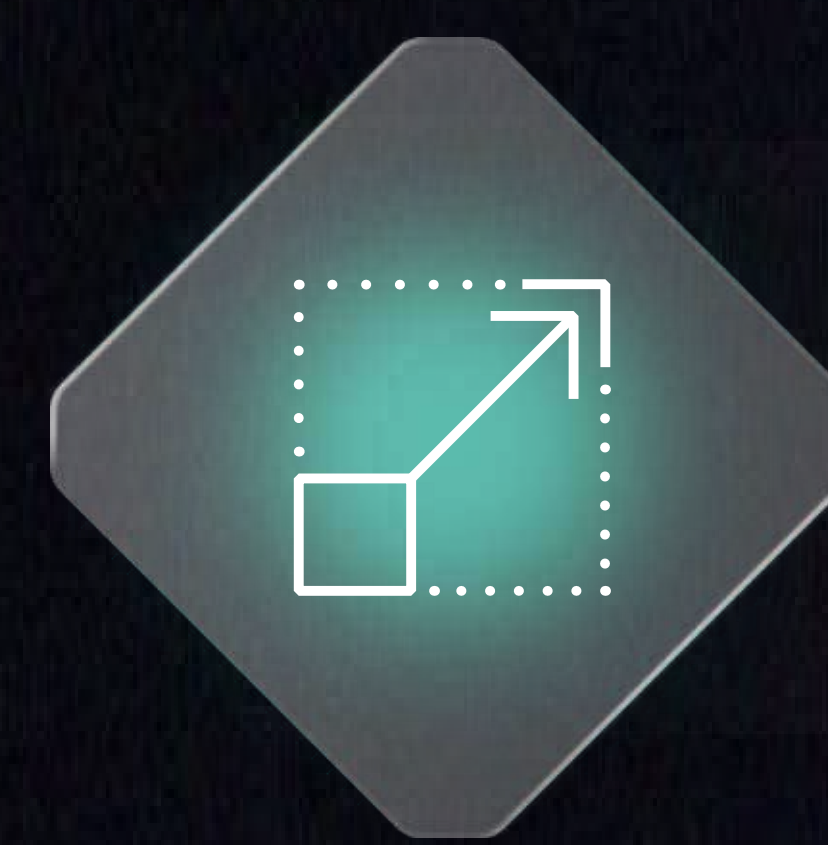
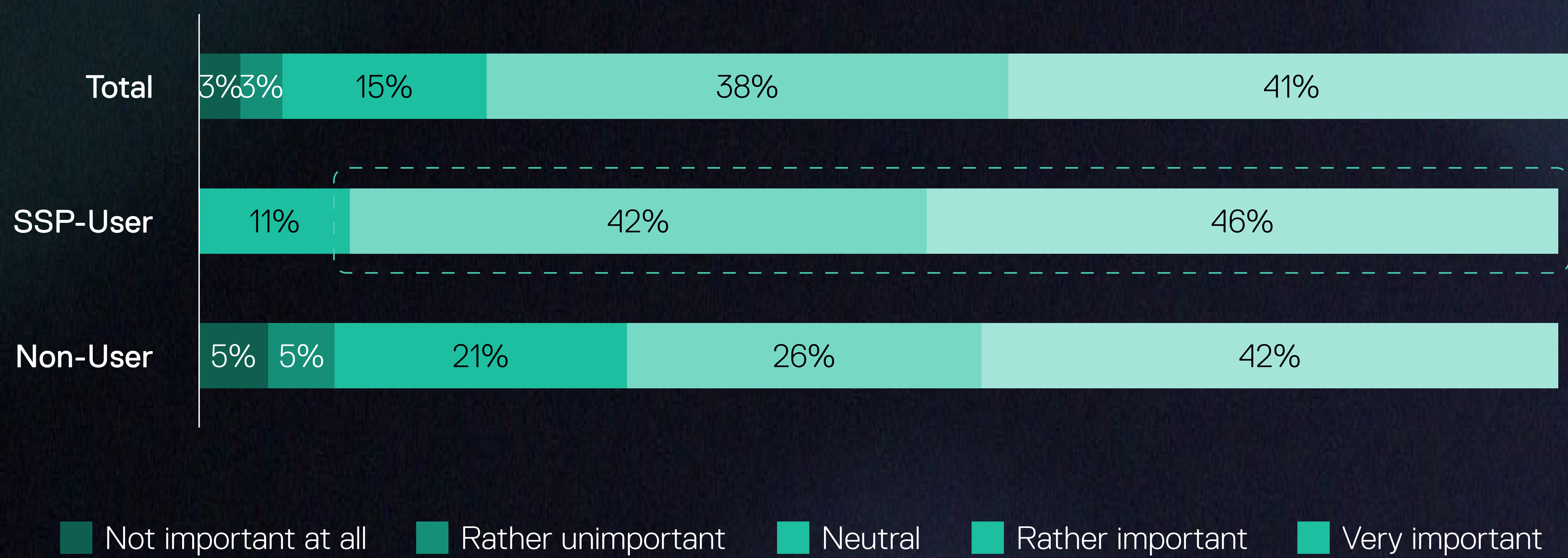
When asked how important SSPs will be in B2B buying over the next three years, **79%\*** of respondents said they will play an important role, with 41% saying they will play a very important role.

**70% of B2B buyers** said hybrid selling models are important, with the majority viewing them as a complement—not a replacement—for traditional sales interactions.

The **top challenges** buyers face when using SSPs are technical issues or system downtime (51%) and security or data privacy concerns (38%), giving us an idea of important areas of improvement.

\*Top-2 values, Statista+ 2025

**Anticipated Role of SSPs Over the Next 3 Years**



This data highlights the importance of choosing a **robust, enterprise-grade solution** designed for **stability, security, and scalability**.

Want to **dive deeper** into these results? Get your own copy of the report for free - no forms.

[READ THE REPORT](#)