The Rise of Self-Service Portals in B2B Aftersales

This study captures end-user demand for self-service capabilities along the B2B buying journey

Spryker × statista+

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Executive Summary

As B2B buyer expectations continue to evolve, the demand for digital autonomy and seamless experiences is reshaping how purchases are made—particularly in aftersales. 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, this report explores the growing role of Self-Service Portals (SSPs) and their impact on the buyer journey.

The findings are clear: SSPs are becoming a competitive necessity.

- **SSPs are the second most preferred channel** for making B2B aftersales purchases, yet they rank only fourth in actual usage, revealing a notable gap between buyer expectations and supplier offerings.

- **95%* of buyers believe SSPs improve efficiency**, with two-thirds reporting time savings of 30–60 minutes per purchase

- SSP users are more satisfied, and **86%* rate their buying experience positively compared to only 32% of non-users**.

- Most useful features include **order tracking, real-time pricing, and live chat**, while buyers who use SSPs increasingly seek AI-driven recommendations and advanced analytics.

- When SSPs are unavailable, buyers face more friction—slower processes and lower transparency. This is a possible explanation for lower satisfaction among non-users. It also influences vendor selection, with **88%* of buyers who already use SSPs saying SSP availability positively impacts their decision** to continue purchasing from a company.

- Looking ahead, **79%* of buyers believe SSPs will play an important role in B2B purchasing and aftersales** within the next three years, signaling a shift from value-add to expectation.

For B2B sellers, the message is urgent but actionable: investing in SSPs is not just about increasing efficiency—it's about staying relevant. As the market moves toward more hybrid experiences, the companies that lead with self-service will be the ones that lead.

The Shift Toward Hybrid Selling in B2B

As B2B customer expectations shift, companies must deliver seamless digital tools alongside trusted human interactions to stay competitive

B2B is undergoing a fundamental transformation. As buyers increasingly expect the speed, control, and transparency they find in B2C buying experiences, digital commerce is quickly becoming the primary driver of revenue in B2B. Gartner states, "**75% of organizations will complete their highest-revenue deals via digital channels by 2028.**"*

However, many organizations still view digital commerce through a limited lens. As Gartner notes, "CSOs typically hold a narrow view of digital commerce, defining it as nothing more than a customer self-service online shopping cart. As such, CSOs overlook its potential contribution to revenue goals and rarely involve themselves in the ownership or management of digital commerce initiatives."*
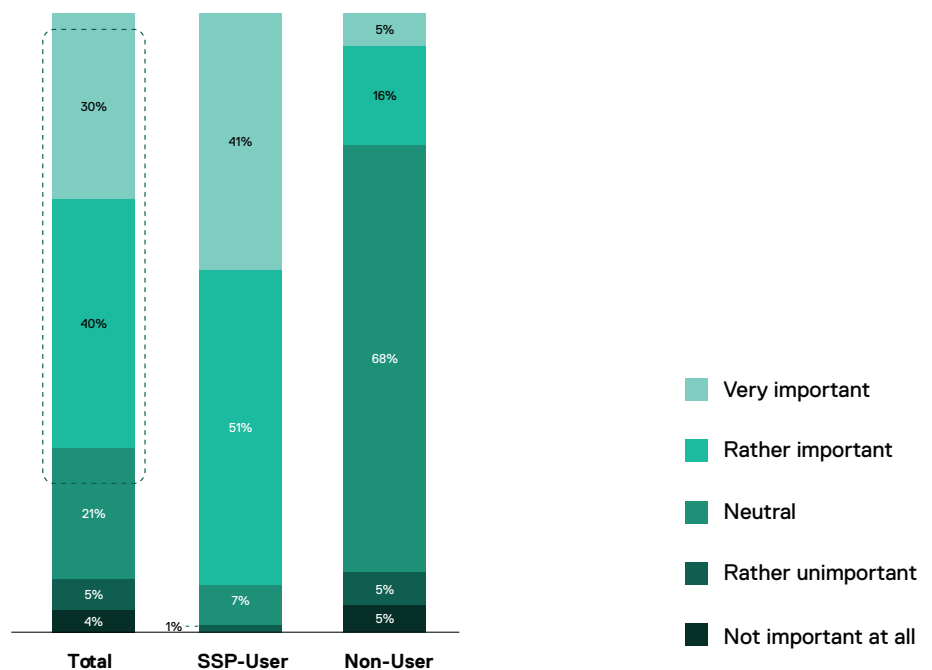
This traditional way of thinking is a threat to future sales and customer support teams. Digital commerce must be positioned as a strategic partner to the sales and CX organization if we hope to fully capitalize on its potential. Moreover, B2B customers don't want to choose between digital and human interaction. **They increasingly expect the option of seamless, self-service digital experiences while still valuing human interactions throughout the customer lifecycle**. Yet many businesses struggle to balance both effectively, resulting in buyer regret, loyalty decline, and revenue loss.

Our research backs this up. This study found that **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. Central to the practice of hybrid selling and customer support is the **Self-Service Portal (SSP)**, a tool that empowers customers to access and manage their aftersales journey, transforming fragmented B2B interactions into seamless, unified experiences.

This report explores the growing importance of SSPs in B2B commerce—according to the behaviors of B2B customers—highlighting the expectations, challenges, and opportunities facing organizations as the shift toward hybrid experiences accelerates.

Importance of Hybrid Selling Models

	Total	SSP-User	Non-User
Very important	30%	41%	5%
Rather important	40%	51%	16%
Neutral	21%	7%	68%
Rather unimportant	5%	1%	5%
Not important at all	4%		5%

Source: Q27:"How important are hybrid selling models in your purchasing process?"; Base: Total n=100, SSP-Users n=71, Non-Users n=19, Statista+ 2025

About the research

Purpose

This research was conducted to understand better how B2B customers perceive and interact with Self-Service Portals (SSPs) and to identify the features, challenges, and expectations shaping the future of hybrid experiences in B2B commerce.

Methodology

The study, conducted by Statista+ on behalf of Spryker in March 2025, included 100 U.S.-based B2B buyers from four key industries: Automotive, MedTech, Agriculture, and Industrial Manufacturing.

Data was collected through 10-minute Computer-Aided Telephone Interviews (CATI), including screen-sharing, to ensure clarity and accuracy. Participants were selected to provide a balance across industries. All respondents are involved in B2B purchasing processes and engage in aftersales transactions. The sample includes SSP users and non-users, providing a balanced view of current practices, pain points, and future expectations.

Fieldwork was conducted between March 17–21, 2025.

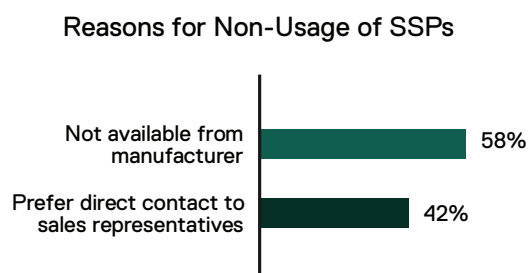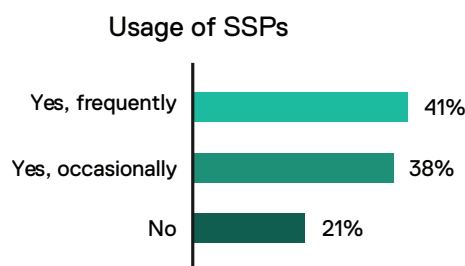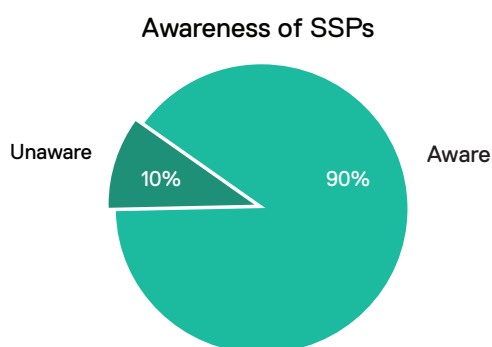# SSPs are a hit with buyers—when they're made available by sellers

Our study found that SSPs are a preferred aftersales procurement channel for B2B buyers, yet companies are missing the mark by not offering them

Influenced by the 'anytime, anywhere' buying found in B2C, B2B buyers are signaling a clear shift in preference towards digital autonomy. However, our data shows that the online journeys found in B2B today are not effectively capturing this demand.

According to the survey, **90% of B2B buyers are aware of SSPs**; among those, **79% actively use them**. This high usage rate underscores not only familiarity but growing reliance. Yet adoption isn't always limited by hesitation—

it can also be limited by access. Of the buyers who don't currently use SSPs, **58% cite lack of availability from the seller** as the reason. In other words, customers are feeling more empowered to use SSPs to make B2B aftersales purchases, but many are held back simply because the option doesn't exist. This highlights a compelling opportunity for businesses to meet this demand and differentiate through self-service capabilities.

Awareness, Usage & Reasons for Non-Usage of SSPs

Awareness of SSPs

Unaware 10% | 90% Aware

Usage of SSPs

Yes, frequently — 41%
Yes, occasionally — 38%
No — 21%

Reasons for Non-Usage of SSPs

Not available from manufacturer — 58%
Prefer direct contact to sales representatives — 42%

Source: Q12:"Are you aware of Self-Service Portals (SSPs)?"; Base: Total n=100; Q13: "Do you currently use an SSP for B2B aftersales parts and services purchases?", Filter: Respondents who are aware of SSPs; Base: Total n=90; Q14: "You indicated that you don't currently use an SSP for B2B purchases. What are the main reasons for this?"; multiple answers possible; Filter: Respondents who don't use SSPs; Base: Total n=19, Statista+ 2025

This becomes even more clear when we look at preferred channels—Self-Service Portals overall rank as the **second most preferred channel for B2B purchasing**, just behind in-person meetings. Moreover, 94% of B2B buyers who have already used an SSP rank it as a preferred channel, making it the **most preferred among SSP users**. Yet, SSPs are only the fourth most used channel by B2B buyers—a prominent disconnect representing a missed opportunity for organizations.

In the B2B buying journey, SSPs are the fourth most used channel, though buyers rank them second in preference

Currently Used Channels

In-person meetings
- Total: 89%
- SSP-User: 86%
- Non-User: 95%

E-mail communication
- Total: 83%
- SSP-User: 86%
- Non-User: 79%

Phone calls
- Total: 76%
- SSP-User: 66%
- Non-User: 100%

Self-service portals
- Total: 71%
- SSP-User: 100%
- Non-User: 0%

Video conferencing
- Total: 30%
- SSP-User: 39%
- Non-User: 5%

Other
- Total: 4%
- SSP-User: 6%
- Non-User: 0%

Legend: ■ Total ■ SSP-User ■ Non-User

Preferred Channels

In-person meetings
- Total: 79%
- SSP-User: 76%
- Non-User: 89%

Self-service portals
- Total: 67%
- SSP-User: 94%
- Non-User: 0%

E-mail communication
- Total: 56%
- SSP-User: 54%
- Non-User: 74%

Phone calls
- Total: 47%
- SSP-User: 37%
- Non-User: 74%

Video conferencing
- Total: 7%
- SSP-User: 10%
- Non-User: 0%

Other
- Total: 0%
- SSP-User: 0%
- Non-User: 0%

Legend: ■ Total ■ SSP-User ■ Non-User

Source: Q6:"What channels do you currently use for B2B purchases?", multiple answers possible; Q7: "How do you prefer to engage with manufacturers?", multiple answers possible; Base: Total n=100, SSP-Users n=71, Non-Users n=19, Statista+ 2025

This gap between preference and usage is especially pronounced in industries like Agriculture, where SSP adoption lags despite strong cross-sector demand. In contrast, sectors such as MedTech and Automotive show higher usage rates, reflecting a more advanced stage of digital maturity.

> Within the surveyed industries, the usage rate of SSPs exceeds 70%—except for Agriculture, where usage is more conservative, landing at closer to 40%.
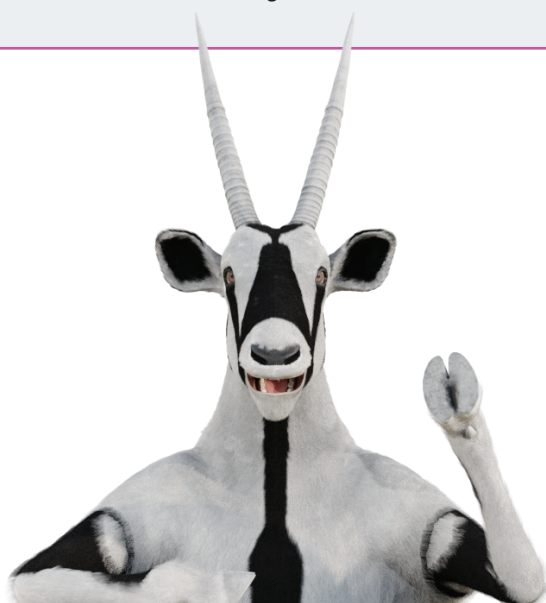
The availability of an SSP drives customer retention and competitive advantage

B2B buyers consider SSPs an essential part of aftersales support and procurement— and their presence can influence supplier selection and loyalty

With all of this in mind, it's unsurprising that 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.

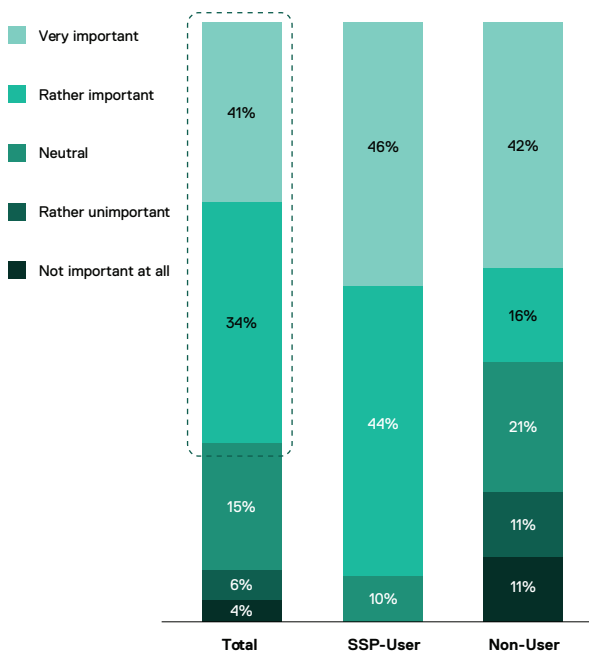How does this impact B2B sellers who don't offer an SSP in their buying process? Our study found that SSP availability has a real influence on the companies that B2B buyers choose as their preferred suppliers. **88% of SSP users say that the availability of this channel has a positive impact** on supplier selection, with **30% saying that access to an SSP makes them more likely** to continue purchasing from the company.

That's right. Buyers are more likely to continue doing business with companies that offer self-service capabilities, making SSPs a tool for operational efficiency and a factor in long-term customer retention and competitive differentiation.

Importance and Impact of SSPs in B2B Buying Journey

Importance of SSPs in the B2B Buying Journey

Legend:
- Very important
- Rather important
- Neutral
- Rather unimportant
- Not important at all

Total: 41%, 34%, 15%, 6%, 4%
SSP-User: 46%, 44%, 10%
Non-User: 42%, 16%, 21%, 11%, 11%

Impact of SSP on Manufacturing Selection

Legend:
- It makes me more likely to continue purchasing from the company
- It somewhat increases my preference for the company.
- It does not influence my purchasing decisions.
- It somewhat reduces my preference for the company.
- I would actively look for an alternative company without an SSP.

Total: 22%, 50%, 21%, 1%, 6%
SSP-User: 30%, 58%, 11%, 1%
Non-User: 5%, 47%, 37%, 0%, 11%
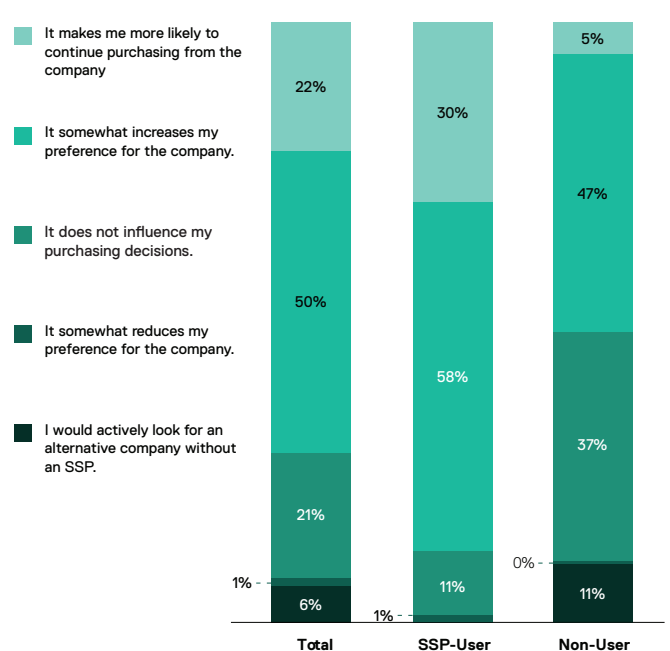
Source: Q16:"How important do you consider SSPs in general in the B2B aftersales buying journey?"; Q20: "How does the availability of an SSP impact your willingness to continue purchasing from a company?"; Base: Total n=100, SSP-Users n=71, Non-Users n=19, Statista+ 2025

Friction, frustration, and process failures

Without self-service, B2B buyers face more challenges, require more touchpoints, and walk away less satisfied

We've established that B2B buyers want self-service capabilities. But what's the impact when they're not available? Our study found that the cost goes far beyond inconvenience. The data indicates that without an SSP, customers are more likely to face slower response times, a lack of transparency, and more friction throughout the aftersales journey. These challenges don't just stall potential sales; they can have an impact on customer satisfaction.
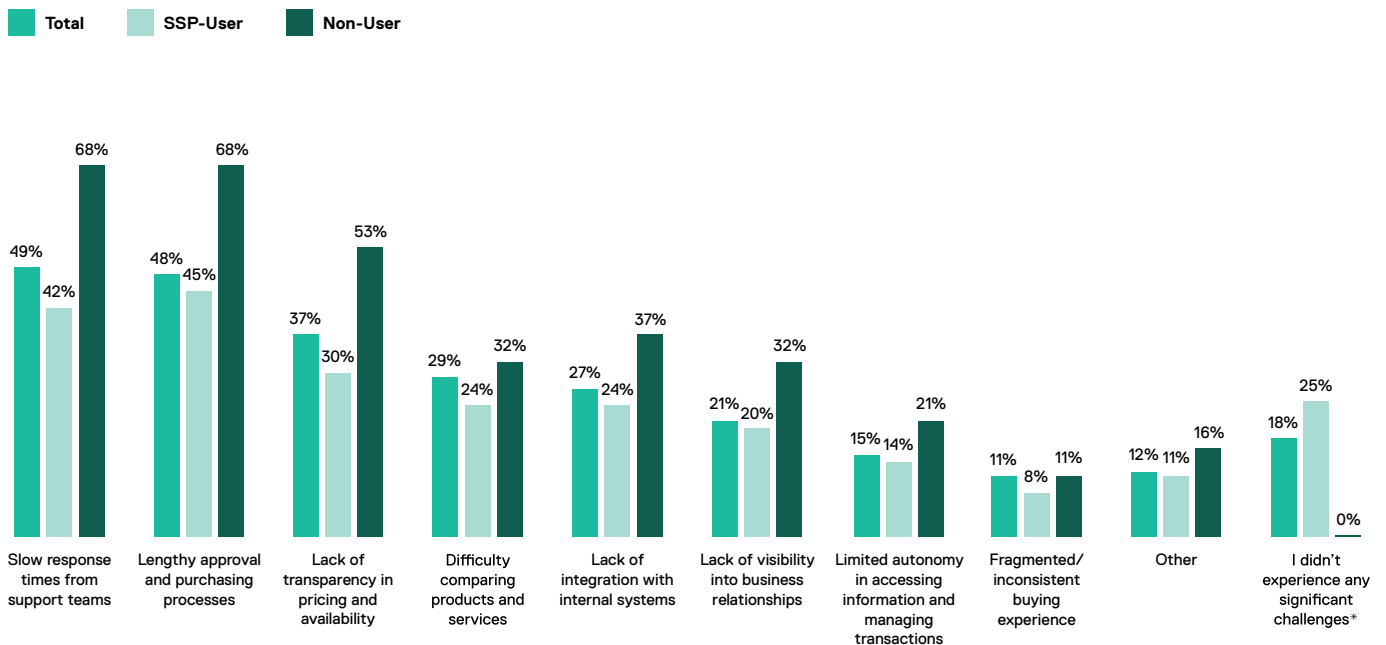
According to the study, non-SSP users are notably more likely to encounter delays, with **68% citing slow support response times, 68% reporting lengthy approval processes**, and **53% citing lack of transparency** in pricing and availability as key challenges in the current purchasing process. In fact, across all the challenges listed in the survey, **more non-SSP users cited experiencing them** than those who make purchases through an SSP.

It's also important to highlight that **25% of SSP users say they don't experience any notable challenges** in the current purchasing process—an answer that not a single non-SSP user gave.

This shows that SSPs don't just streamline procurement and customer service; they actively reduce friction in the buying process. When a self-service option is available, buyers experience fewer delays, minimal pain points, and a remarkably smoother overall experience. Without one, there's a much higher chance the buying journey becomes manual, time-consuming, and frustrating, putting customer relationships, up-and-cross-sell deal velocity, and long-term loyalty at risk.

Slow processes and low transparency are key challenges, especially for those not using an SSP

Challenge in Current Purchasing Process

Legend: ■ Total ■ SSP-User ■ Non-User

	Total	SSP-User	Non-User
Slow response times from support teams	49%	42%	68%
Lengthy approval and purchasing processes	48%	45%	68%
Lack of transparency in pricing and availability	37%	30%	53%
Difficulty comparing products and services	29%	24%	32%
Lack of integration with internal systems	27%	24%	37%
Lack of visibility into business relationships	21%	20%	32%
Limited autonomy in accessing information and managing transactions	15%	14%	21%
Fragmented/inconsistent buying experience	11%	8%	11%
Other	12%	11%	16%
I didn't experience any significant challenges*	18%	25%	0%

Note: *exclusive option, Source: Q10:"What are the biggest challenges in your current purchasing process?", multiple answers possible; Base: Total n=100, SSP-Users n=71, Non-Users n=19, Statista+ 2025

# Outdated sales models don't just slow your teams down—they push buyers aways

SSP users require fewer interactions and are more satisfied with their current B2B aftersales experience

From slow response times to lengthy approval processes, the challenges that B2B customers experience compound with each additional touchpoint. This is important because the data shows **SSP users move through the purchase process with fewer interactions**, while non-users report more frequent communication with teams. **90%* of SSP users interact less than 7 times** with a Sales rep, compared to **52%* of non-SSP users who interact more than 8 times** with a sales rep. It's no wonder your teams are stretched thin—fielding repetitive inquiries, chasing approvals, and managing tasks that could be automated through self-service capabilities.

With this in mind, you won't be surprised to learn that only **32%* of non-SSP users say they're satisfied** with their current B2B experience, **compared to 86%* of SSP users**. Perhaps even more telling, **53%* of non-users are (rather)** **not satisfied** with the current B2B experience, **compared to 3% of SSP users**.

This clearly indicates that those with SSP access move faster, encounter fewer hurdles, and walk away more satisfied, while those without are left navigating outdated, manual systems. The takeaway? Not offering an SSP is costing you time, resources, and customer loyalty—three things you cannot afford in today's competitive market.
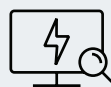
> The agriculture industry shows a higher level of dissatisfaction with the B2B buying journey than other industries, exposing a timely opportunity to close the experience gap.

*Top-2 values, Statista+ 2025
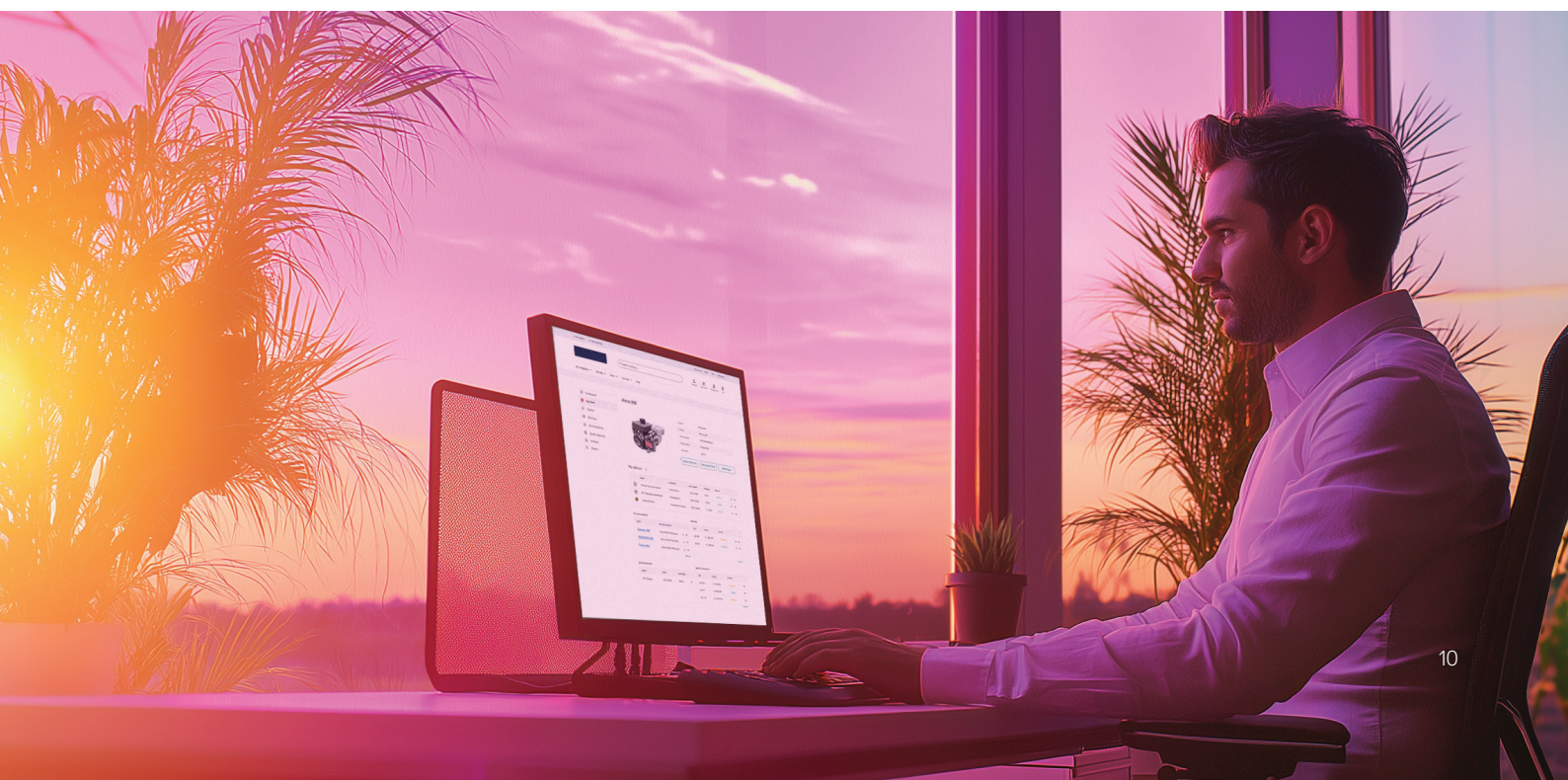
SSP-users can complete purchasing processes with fewer interactions, and also report higher satisfaction

Frequency of Interactions with Sales Representative

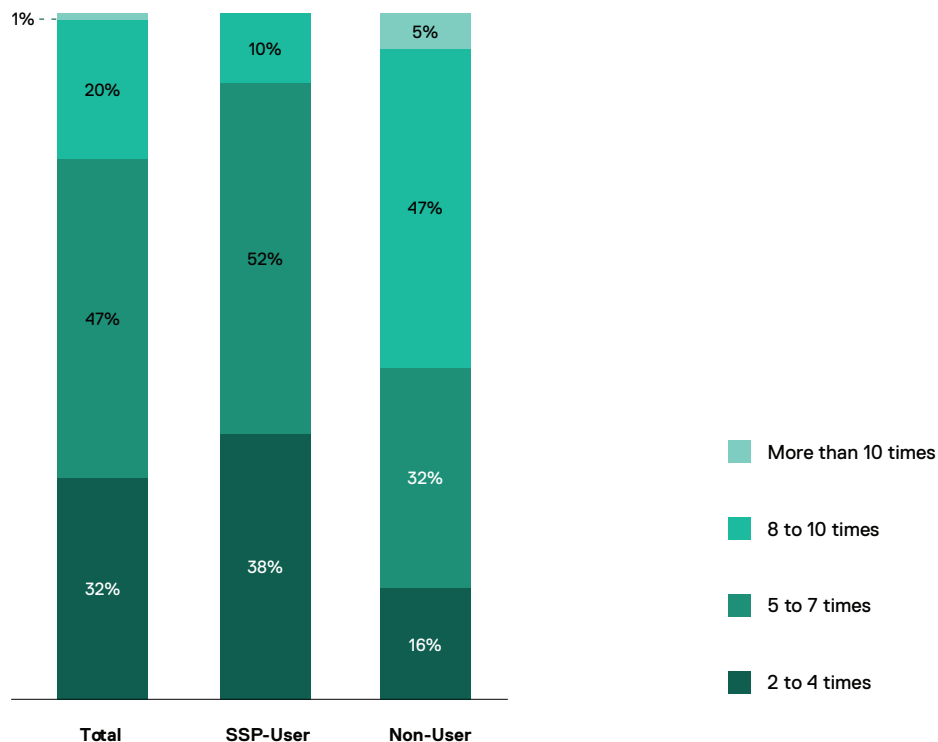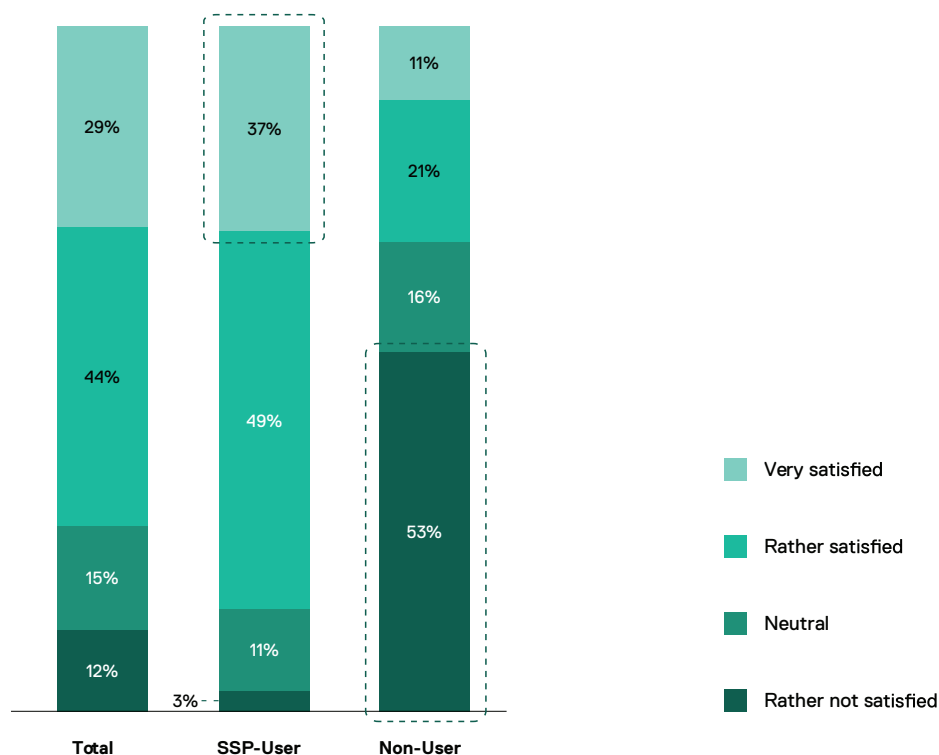Legend (top chart):
- More than 10 times
- 8 to 10 times
- 5 to 7 times
- 2 to 4 times

Total: 1%, 20%, 47%, 32%
SSP-User: 10%, 52%, 38%
Non-User: 5%, 47%, 32%, 16%

Satisfaction with Current B2B Buying Experience

Legend (bottom chart):
- Very satisfied
- Rather satisfied
- Neutral
- Rather not satisfied

Total: 29%, 44%, 15%, 12%
SSP-User: 37%, 49%, 11%, 3%
Non-User: 11%, 21%, 16%, 53%

Source: Q9:"How often do you interact with a sales representative during a typical buying process?"; Q11: "How satisfied are you with your current B2B buying experience?"; Base: Total n=100, SSP-Users n=71, Non-Users n=19, Statista+ 2025

Of course, it's not just about what not using self-service costs you; it's also important to look at the benefits. Market research finds that the introduction of self-service capabilities can have a positive impact on ROI. The aviation industry, for example, sees **up to a 20% reduction in maintenance spend** after the introduction of digital self-service.* The impact can be substantial—both in terms of cost reduction and operational efficiency—and our own research shows that B2B SSP users are already seeing these benefits in action.

*Source: Aircraft MRO 2.0: The digital revolution, Mckinsey & Co, July 2024
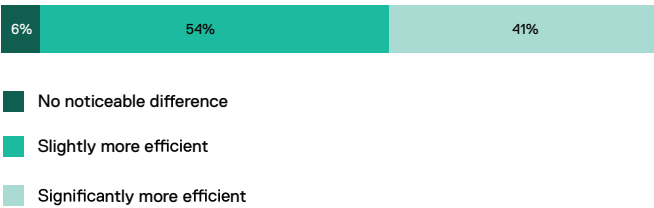
SSPs are making B2B aftersales more efficient

Self-Service Portals deliver measurable impact, giving B2B sellers and customer support teams a reliable lever for efficiency and resilience in an unpredictable market

Market volatility is a constant in our current landscape, making efficiency a competitive advantage for B2B businesses looking to stay agile, reduce costs, and meet evolving buyer expectations. If your company—like many others—is looking for proven ways to increase digital commerce efficiency, then the data shows that implementing a Self-Service Portal is a high-impact place to start.

Our study found that **95%*** **of B2B buyers who already use an SSP believe that SSPs improve purchasing efficiency**, with **41% saying that SSPs make the process significantly more efficient**.
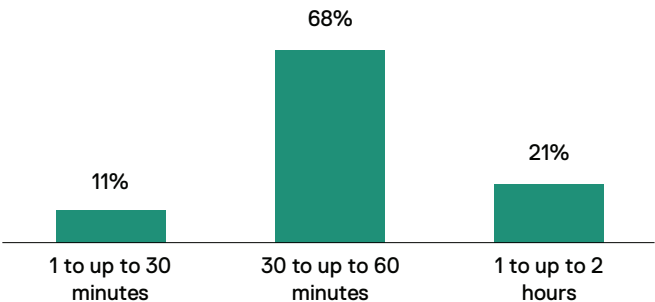
Efficiency Effects of Using SSP in Purchasing Process

6%	54%	41%

- ■ No noticeable difference
- ■ Slightly more efficient
- ■ Significantly more efficient

But the benefits are not just theoretical; they're also tangible. **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**. This 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.

Time Savings per Purchase with SSP

1 to up to 30 minutes	30 to up to 60 minutes	1 to up to 2 hours
11%	68%	21%

Efficiency Effects: Q19: "How does the availability of an SSP affect the efficiency of your purchasing process with a manufacturer compared to purchasing without it?"; Filter: Respondents who use SSPs; Base: Total n=71, Statista+ 2025; Time Savings: Q23: "How much time would an SSP save you per purchase?"; Filter: Respondents who are aware of SSPs; Base: Total n=90, Statista+ 2025

*Top-2 values, Statista+ 2025

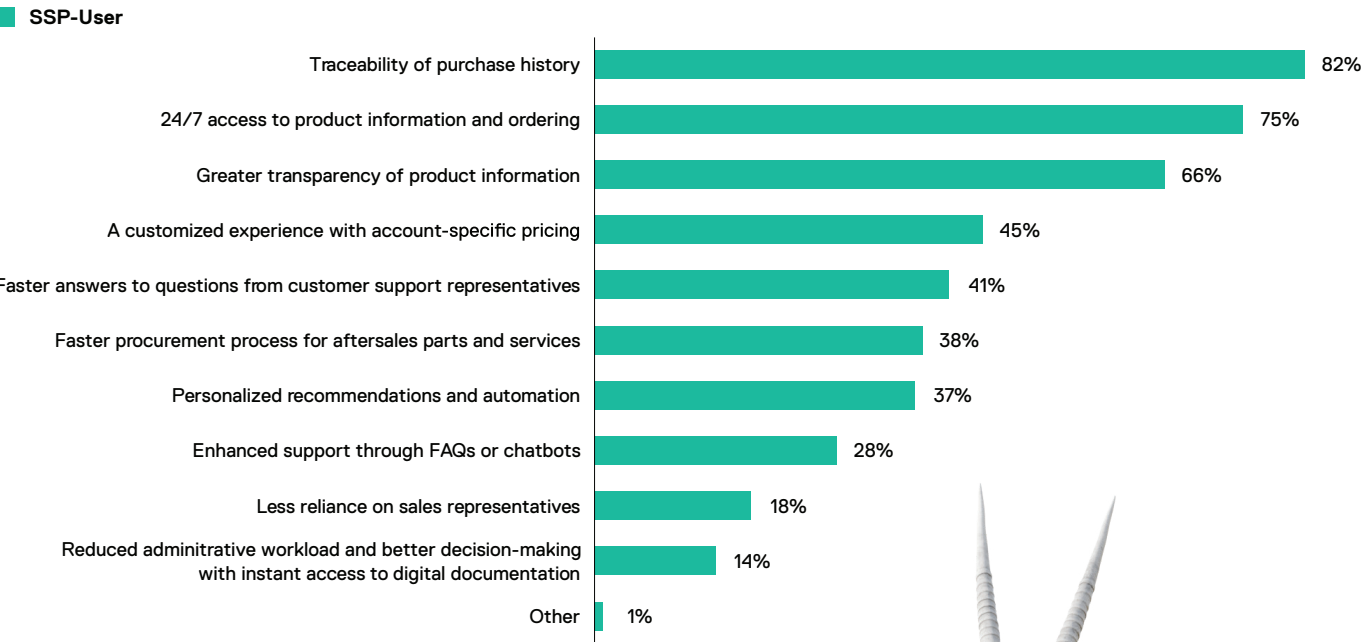# SSPs increase transparency and provide more flexible access options

From slow support to lack of visibility, the biggest pain points in B2B aftersales are the very ones SSPs are designed to eliminate

Beyond efficiency, the top benefits cited by buyers who use SSPs are **traceability of purchase history** (82%), **more flexible, on-demand access to product information and ordering tools** (75%), and **greater transparency of product** **information** (66%). These capabilities help buyers move independently through their aftersales journey—without waiting on human support for pricing, product availability, or order updates.

The main benefits of SSPs are cited as increased transparency and more flexible access options

Benefits of SSPs

■ **SSP-User**

Traceability of purchase history	82%
24/7 access to product information and ordering	75%
Greater transparency of product information	66%
A customized experience with account-specific pricing	45%
Faster answers to questions from customer support representatives	41%
Faster procurement process for aftersales parts and services	38%
Personalized recommendations and automation	37%
Enhanced support through FAQs or chatbots	28%
Less reliance on sales representatives	18%
Reduced adminitrative workload and better decision-making with instant access to digital documentation	14%
Other	1%

Source: Q17:"Based on your experience, what kind of benefits do SSPs provide?";
multiple answers possible; Filter: Respondents who use SSPs; Base: Total n=71, Statista+ 2025
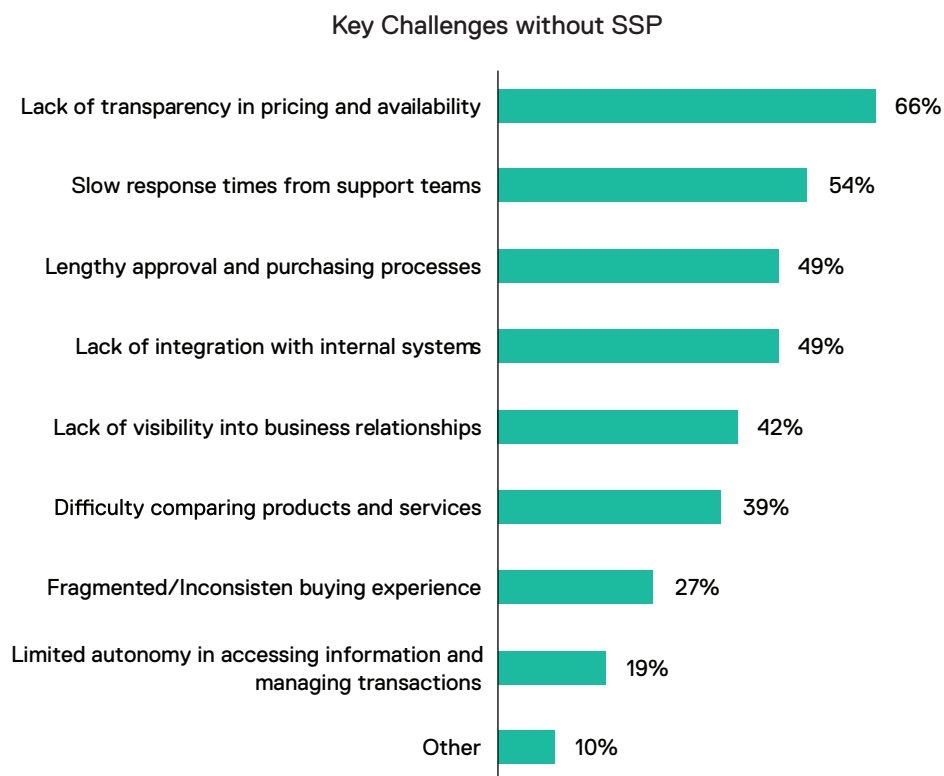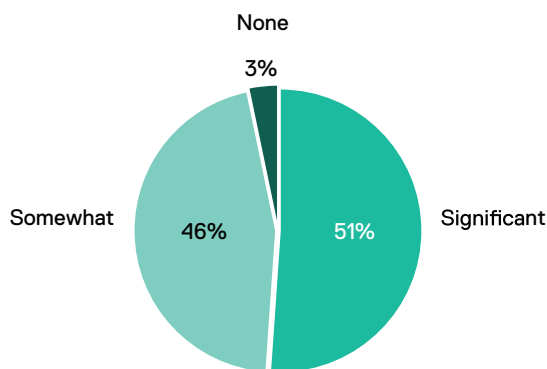
*Top-2 values, Statista+ 2025

SSPs also address many of the core pain points identified by non-users earlier in the survey. Issues like slow response times, lack of visibility, and lengthy approval and purchasing processes aren't just acknowledged—B2B buyers believe they're fixable. Our study found that **97%*** **of buyers agree that SSPs would help solve these specific challenges**, with **more than half** (51%) **believing they would significantly do so**.

The message from buyers is clear: SSPs don't just improve how they make B2B purchases or schedule services, they remove the blockers that make them frustrating in the first place. That means fewer bottlenecks and support tickets, more efficient internal processes, and an aftersales buying journey that's easier to navigate for everyone involved.

Challenges without SSP & Impact of SSP

Key Challenges without SSP

Challenge	%
Lack of transparency in pricing and availability	66%
Slow response times from support teams	54%
Lengthy approval and purchasing processes	49%
Lack of integration with internal systems	49%
Lack of visibility into business relationships	42%
Difficulty comparing products and services	39%
Fragmented/Inconsisten buying experience	27%
Limited autonomy in accessing information and managing transactions	19%
Other	10%

Perceived Impact of SSP on Key Challenges
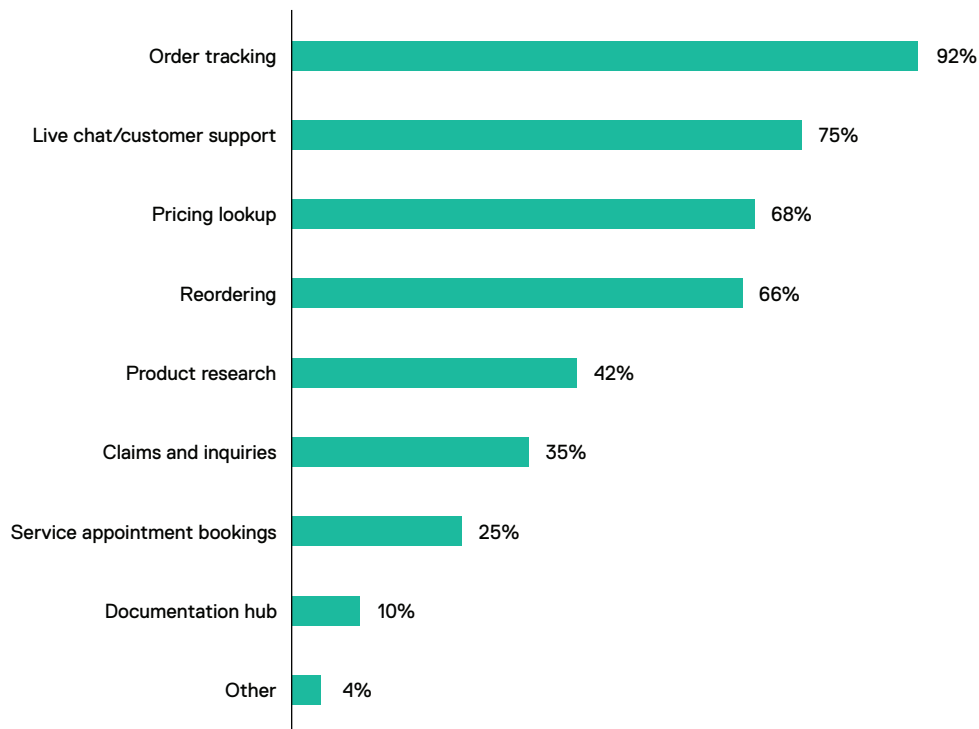
- None 3%
- Somewhat 46%
- Significant 51%

Source: Q21: "What are the key difficulties in your current B2B aftersales buying journey when no SSP is in place?"; Filter: Respondents who are aware about SSP, multiple answers possible; Q22: "Do you think an SSP could help solve these challenges?"; Filter: Respondents who experience difficulties when no SSP is in place; Filter: Respondents who are aware of SSPs; Base: Total n=90, Statista+ 2025

What buyers expect from an effective SSP

B2B buyers want more than just access—they look for speed, intelligence, and seamless support built into their self-service experience

All of the evidence points to the high performance of self-service portals in B2B aftersales. But what features do you need to offer customers to provide the online experiences that keep them coming back? According to our study, the most frequently used SSP features by the respondents who use SSPs are **order tracking** (92%) **and customer support via live chat** (75%)—clear indicators that buyers who use SSPS rely on them to stay informed and resolve issues quickly.

Most frequently Used SSP Features

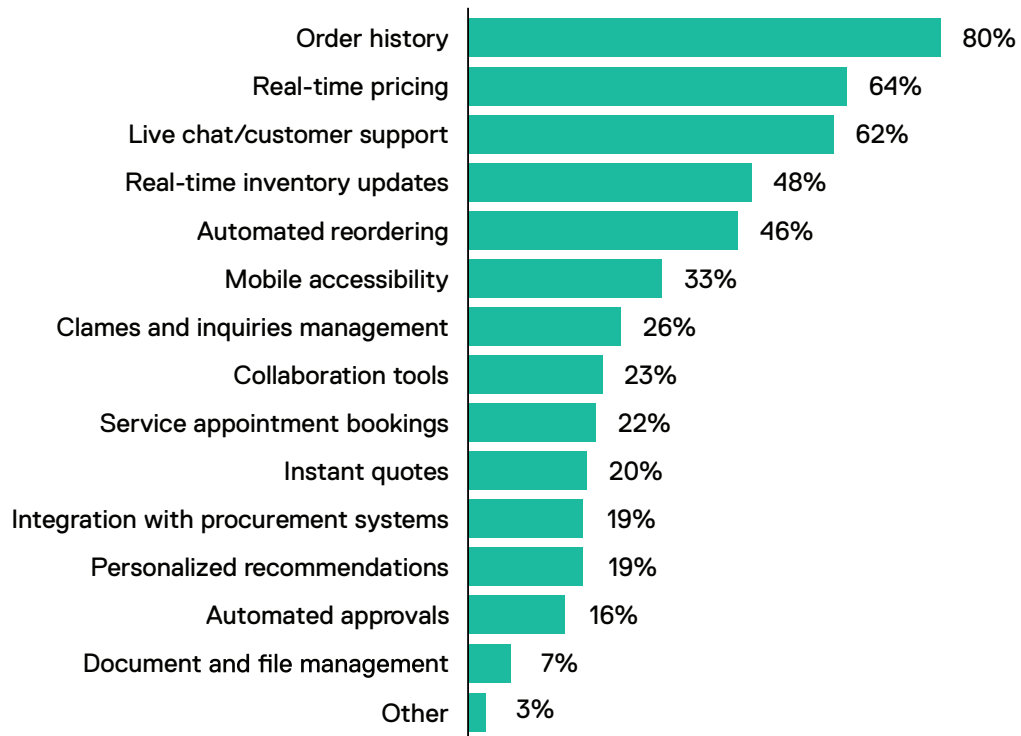| Feature	Percentage
Order tracking	92%
Live chat/customer support	75%
Pricing lookup	68%
Reordering	66%
Product research	42%
Claims and inquiries	35%
Service appointment bookings	25%
Documentation hub	10%
Other	4%

Source: Q15:"You indicated that you currently use an SSP for B2B purchases. Which features do you use most frequently?", multiple answers possible; Filter: Respondents who use SSPs; Base: Total n=71, Statista+ 2025

However, when asked which features they consider most useful, buyers who are aware of SSPs called out **data access capabilities as essential**. Features like order history, real-time pricing, and real-time inventory updates are viewed as core requirements for navigating day-to-day aftersales efficiently. Live chat and customer support also remain critical for those who want the seamless mix of autonomy and assistance that hybrid selling supports.
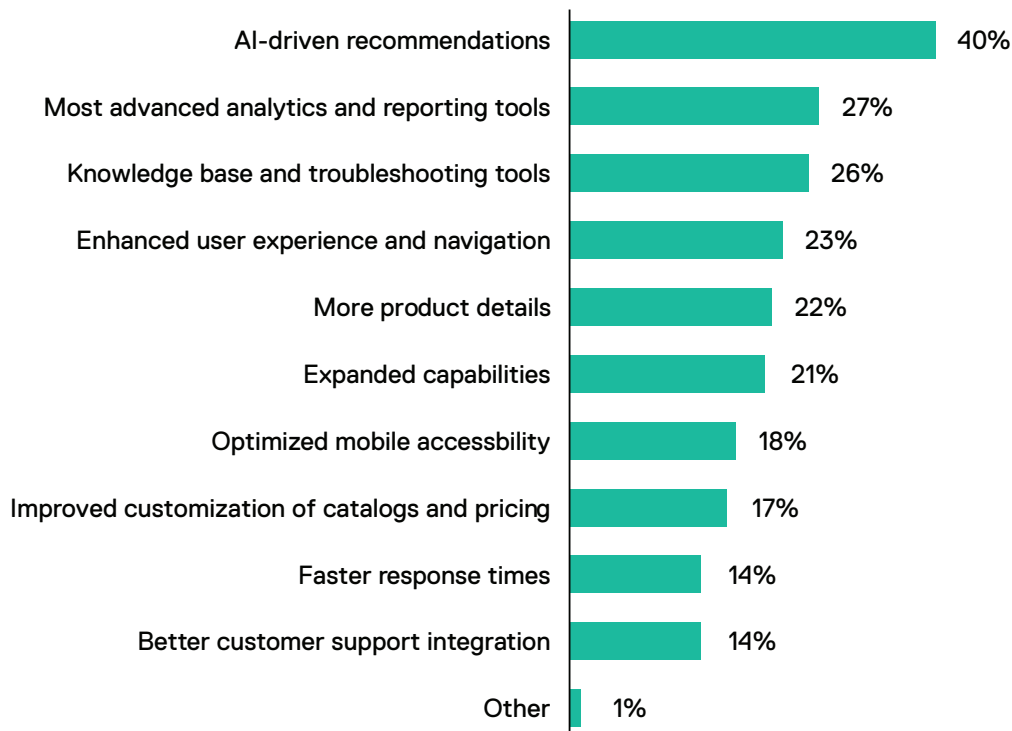
At the same time, buyers who are aware of SSPs are looking ahead. Many expressed growing interest in **AI-driven recommendations** and **more advanced analytics and reporting tools**, suggesting a desire for platforms that not only support execution—but actively help improve decision-making.

SSP Features and Areas for Improvement

Most useful SSP Features

Feature	%
Order history	80%
Real-time pricing	64%
Live chat/customer support	62%
Real-time inventory updates	48%
Automated reordering	46%
Mobile accessibility	33%
Clames and inquiries management	26%
Collaboration tools	23%
Service appointment bookings	22%
Instant quotes	20%
Integration with procurement systems	19%
Personalized recommendations	19%
Automated approvals	16%
Document and file management	7%
Other	3%

Requested Improvements in SSPs

Improvement	%
AI-driven recommendations	40%
Most advanced analytics and reporting tools	27%
Knowledge base and troubleshooting tools	26%
Enhanced user experience and navigation	23%
More product details	22%
Expanded capabilities	21%
Optimized mobile accessbility	18%
Improved customization of catalogs and pricing	17%
Faster response times	14%
Better customer support integration	14%
Other	1%

SSPs must be more than functional— they need to be fast, secure, and always available
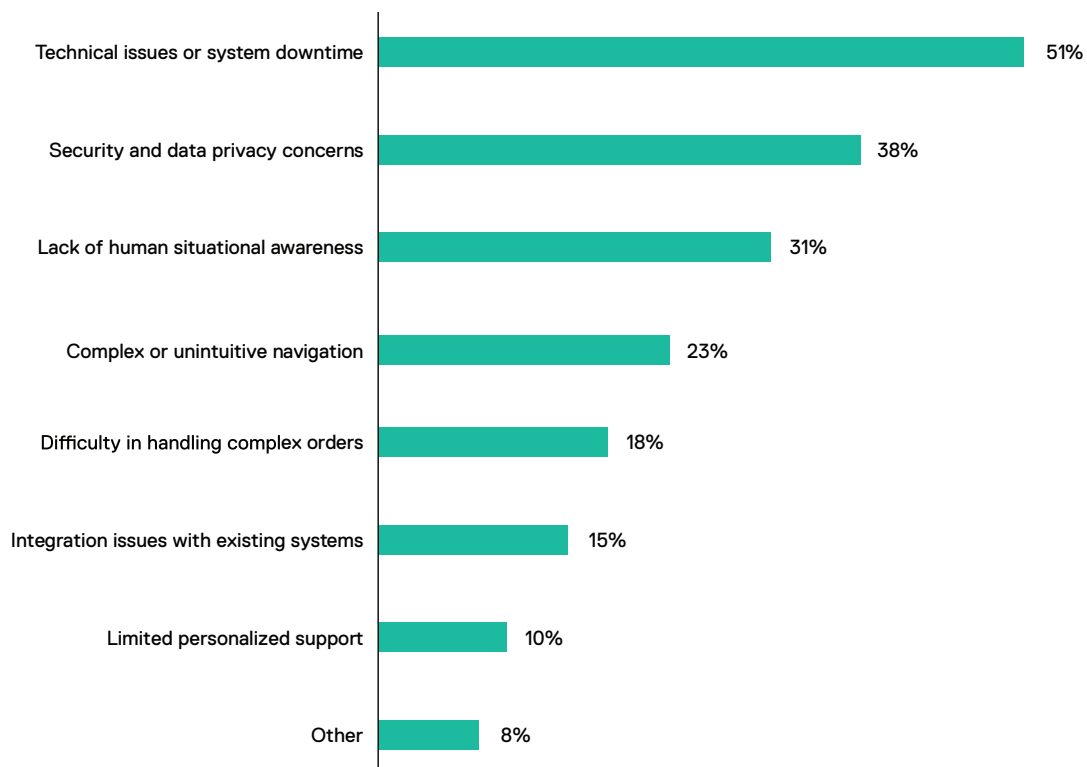
Downtime, security gaps, and slow systems erode trust and usage, showing that technical performance matters

Meeting B2B buyers' expectations requires more than a feature checklist—it demands a strong, reliable technical foundation. Even the most intuitive SSP is only as good as the infrastructure behind it. Buyers are quick to notice when performance falters and equally quick to lose trust when systems feel unstable or insecure.

Our study found that the top challenges buyers face when using SSPs are **technical issues or system downtime** (51%) and **security or data privacy concerns** (38%). This highlights the importance of choosing a robust, enterprise-grade solution designed for stability, security, and scalability.

This isn't just a plus for your buyers. Your technical and support teams will also be thanking you. A well-architected SSP, with the support of a flexible digital commerce platform, reduces the burden on IT and support teams by minimizing downtime, streamlining integrations, and ensuring data is handled securely. It enables faster updates, easier maintenance, and a more scalable infrastructure, freeing your teams to focus on innovation rather than issue resolution. In short, the right digital commerce set-up doesn't just serve your customers better—it strengthens your entire business.

Main challenges when using SSPs

Challenge	Percentage
Technical issues or system downtime	51%
Security and data privacy concerns	38%
Lack of human situational awareness	31%
Complex or unintuitive navigation	23%
Difficulty in handling complex orders	18%
Integration issues with existing systems	15%
Limited personalized support	10%
Other	8%

Source: Q15:"You indicated that you currently use an SSP for B2B purchases. Which features do you use most frequently?", multiple answers possible; Filter: Respondents who use SSPs; Base: Total n=71, Statista+ 2025

The takeaway?
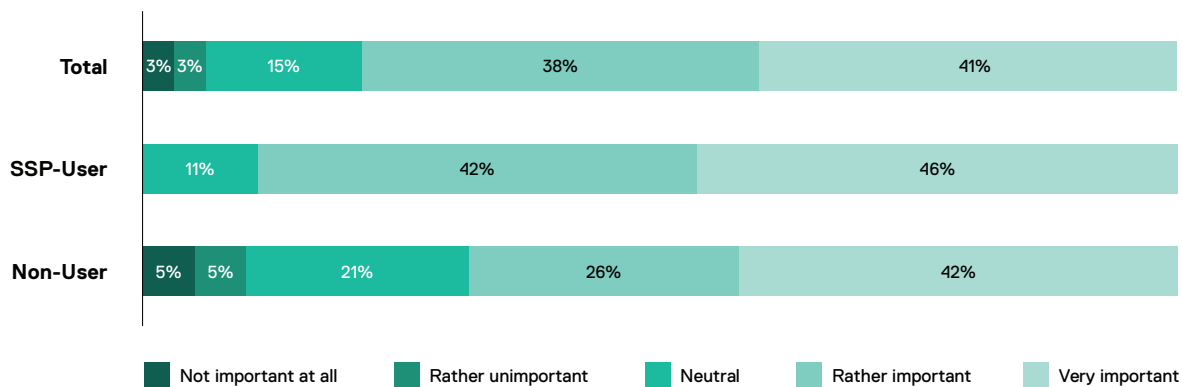# SSPs are a competitive necessity

Meeting the expectations of future buyers means acting now

In the coming years, the role of SSPs is expected to expand, shifting from a nice-to-have to a core component of the B2B aftersales experience.

And the data confirms what market behavior has begun to show. When asked how important SSPs will be in B2B buy-ing 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**. That sentiment is even stronger among those who actively use them, signaling that demand and expectations will only continue to rise.

Anticipated Role of SSPs Over the Next 3 Years

	Not important at all	Rather unimportant	Neutral	Rather important	Very important
Total	3%	3%	15%	38%	41%
SSP-User			11%	42%	46%
Non-User	5%	5%	21%	26%	42%

Source: Q26: "How do you anticipate the role of SSPs in B2B buying over the next 3 years?"; Base: Total n=100, SSP-Users n=71, Non-Users n=19, Statista+ 2025

The conclusion is clear: SSPs are the future of B2B aftersales. As more buyers experience the benefits of self-service, tolerance for manual, inaccessible, or delayed aftersales processes will continue to decline. Companies that fail to evolve risk being left behind by more agile competitors who can deliver the speed, transparency, and control today's buyers demand. The time to invest in self-service is now. Those who act early will lead; those who wait may not catch up.

*Top-2 values, Statista+ 2025

Spryker's Self-service Portal

Transforms fragmented B2B aftersales interactions into seamless, unified experiences, optimizing customer service, enhancing asset utilization, and driving business growth.

Drive Customer Loyalty

Build trust and strengthen engagement with 24/7 access to personalized information and documents.

A **Client Dashboard** gives customers 24/7 access to track orders, invoices, and account details for greater transparency.

Meet the unique pricing requirements of your B2B customers with **Account-Specific Catalogs and Pricing** while maximizing revenue and profitability.

Strengthen relationships and deliver the personalized experiences your customers expect with integrated **Assisted Buying**.

Reduce Cost to Service

Streamline the aftersales process and reduce cost to serve with a unified, user-friendly platform to coordinate activities.

Asset Management enables customers to efficiently organize, track, and access asset details, improving visibility and efficiency.

Claims Management supports the end-to-end claims creation process, enhancing customer satisfaction.

Increase Share of Wallet

Leverage holistic customer data to personalize catalogs and create cross-and upsell opportunities.

Allows customers to schedule, modify, and track **Service Appointments** effortlessly.

Increase sales by capturing cross-sell and upsell opportunities, reducing bounce rates while increasing AOV with **Product Relations**.

Maximize Efficiencies

Enable faster, more efficient buying and support experiences with centrally managed aftersales support.

Customers have self-service **Order Management** access to place orders, view order history, track, and reorder frequently purchased products.

Docs Management offers a centralized repository for secure file storage and improving collaboration.

LEARN MORE

Ready to transform your business?

Start driving growth today while preparing for tomorrow

In a world where customer expectations are higher than ever and innovation is accelerating at breakneck speed, Spryker is the partner you need to unlock new avenues for growth and profitability so your brand remains at the forefront of digital commerce. The window to lead is closing. Companies that act now will shape the future of B2B commerce—everyone else will be playing catch-up.

REQUEST A DEMO

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Leader in the 2024 Magic Quadrant™ for Digital Commerce and has also been named as a major player in B2B e-commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com