



2024

Survey Results and Findings



Fast facts

16 large B2B companies participated in the 2024 benchmark.

- 9 Chemical Manufacturers
- 3 Chemical Distributors
- 4 companies aligned to miscellaneous other industry sectors

Over 7,200 customer responses from over 2,000 executives and 3,000 procurement Personas.

- Roughly one-third each came from North America and EMEA, with the remainder evenly split between Latin America and Asia Pacific

Survey Components: 11 questions organized around three focus areas.

1. Key benchmarking measures: ease, Net Promotor Score (NPS), Customer Satisfaction (CSAT), digital, sustainability, future intentions
2. Importance and performance on Emotional Needs: trust, valued, inspired, listened to and understood
3. Importance and performance on Rational Needs: discovery process, buying process, account relationship, billing and invoicing, order delivery reliability, product or solution quality, service and support handling, renewal and expansion process

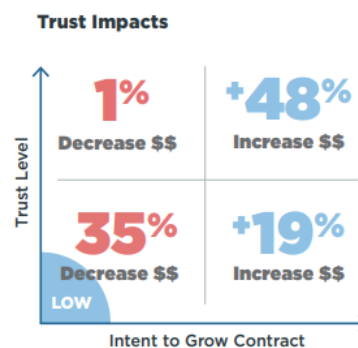
Key qualitative findings (across all industry sectors)

3 factors rated most important:

- Trust in the supplier
- Product and solution quality
- Order delivery reliability

Lowest satisfaction scores on:

- Order delivery reliability
- Service and support handling
- Digital transact/self-serve
- Ease to work with



When customers felt that their trust in their vendor exceeded their expectations, 48% planned to grow, and only 1% of those with high trust intended to shrink their contracts.

On the flip side, a whopping 35% of customers with low trust reported that they planned to reduce their contracts with their supplier.

Quality of Account Relationship showed high correlation with customer intent to grow.

Latin America, Asia Pacific had higher satisfaction scores compared to North America, EMEAI.

Key quantitative findings

Net Promotor Score benchmark ranged from 7 to 44.

*Other quantitative results only available to Consortium members.

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