

2014 Industrial Supply Purchasing Insights

In late 2013, UPS collaborated with the research firm TNS to survey 1,501 industrial supplies purchasers to develop a broad view of the industrial buyers' market. The resulting UPS B2B Purchasing Insights Study provided unique insights into customer perceptions and preferences as they relate to purchasing industrial parts and supplies.



52% Search

47%
Catalogue

43% Sales rep

40%
User reviews

29% Trade reviews

28% Whitepapers



.....How customers research industrial supplies purchases

34% Have purchased online outside of their existing supply base

Preferred methods for purchasing......











67% of all surveyed buyers think the ability to order on a supplier's website is either very or extremely important

69% sa

say either most or all of their suppliers offer ordering through their websites

93%

feel their vendors' online experience is as good or better than the consumer sites they use



......How suppliers' websites could improve

539	SHOW REAL-TIME PRODUCT AVAILABILITY
37%	MAKE IT EASIER TO FINDTHE PRODUCTS I'M LOOKING FOR
37%	SHOW SHIPPING COST BEFORE MAKING PURCHASE
35%	IMPROVE SITE NAVIGATION
34%	SHOW ESTIMATED DELIVERY DATE WHEN PURCHASING

The **2 most important** attributes when it comes to shipping and delivery:

DETAILED, ACCURATE SHIPPING COSTS PRIOR TO PAYMENT

ESTIMATED DELIVERY DATE PRIOR TO PAYMENT Very Important Extremely Important

37% 50% 87%

7% **48**% **85**%

Top 3 measures that could improve returns processes......



40%

Pre-printed shipping labels included with original delivery

Can return online using the industrial supplier's website

Can speak directly with customer service regarding return

For more information on the 2014 UPS B2B Purchasing Insights Study, download the complete whitepaper at ups.com/insights