UK B2B Enquiry Experience Study 2026

How easy do UK B2B supplier websites make it for prospective customers to get in touch?

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Executive summary

UK B2B enquiry experience varies considerably between suppliers, even when businesses make it relatively easy for prospective customers to find a contact page or submit an enquiry.

RD Marketing audited 100 UK B2B supplier websites across five sectors to examine how easy they make it for a prospective business customer to take the next step.

The research assessed each website against ten observable enquiry-readiness criteria, including telephone and email visibility, contact forms, calls to action, contact options, trust signals and whether the website explains what happens after an enquiry.

The 100 websites achieved an average Enquiry Readiness Score of 7.38 out of 10.

Only 27 of the 100 websites audited clearly explained what a prospect could expect to happen after making an enquiry.

73 of 100 accepted or encouraged enquiries without clearly setting expectations about what happens next.



Key findings from the UK B2B Enquiry Experience Study 2026

Key findings

- 100 B2B supplier websites were assessed.
- The average Enquiry Readiness Score was 7.38 out of 10.
- 48 websites scored 8 or higher.
- 86 made a telephone number easy to find.
- Only 35 made a business email address easy to find.
- 92 offered a contact or enquiry form.
- 67 displayed an explicit quotation, demonstration or commercial enquiry call to action.
- 89 provided at least two distinct ways for a prospect to get in touch.
- Only 42 showed a named person or clearly identified team as part of the enquiry journey.
- Just 27 clearly explained what would happen after a prospect made contact.

These results describe the 100 websites audited. They should not be interpreted as estimates for every B2B company in the UK.

The B2B Enquiry Readiness Score

RD Marketing created a ten-point Enquiry Readiness Score for the study. Each website received one point for each of the following criteria:

1. A business telephone number was easy to find.
2. A business email address was easy to find.
3. A dedicated contact page or equivalent route was easy to find.
4. A contact, quotation or enquiry form was available.

5. The homepage had a clear primary call to action for prospective customers.
6. An explicit commercial CTA such as Request a Quote, Book a Demo or Make an Enquiry was available.
7. At least two distinct contact routes were available.
8. A named person or clearly identified team was visible within the enquiry journey.
9. Visible trust evidence such as testimonials, reviews, case studies, recognised certifications or customer evidence was available.
10. The website explained what would happen after an enquiry or provided some form of response expectation or next step.

The score measures observable features of the website enquiry journey. It does not measure conversion rate, number of leads generated, sales performance, overall website quality or the causal effect of any individual website feature.

73 of 100 websites did not clearly explain what happens next

The clearest gap identified by the research was expectation setting. Only 27 of the 100 websites audited told the prospective customer something meaningful about what would happen after making contact.

That could include information such as:

- A member of the sales team will call back.
- An expert will review the enquiry.
- The prospect can expect a response within a stated period.
- A consultation or demonstration will be arranged.
- The company will assess the requirements before providing a quotation.
- The enquiry form leads directly to booking a conversation.

The remaining 73 websites did not clearly provide this information during the normal enquiry journey observed in the audit.

This does not establish that these businesses provide a poor sales experience once contact has been made. It simply means that the next step was not clearly communicated to the prospective customer before or during the enquiry process.

For an SME reviewing its own website, this is one of the simplest findings from the research to act upon.

A short sentence such as "Send us your requirements and a member of our team will contact you within one working day" can remove uncertainty without requiring a major website redesign.

Only 35 websites made an email address easy to find

Direct telephone contact remained much easier to find than direct email contact. 86 of 100 websites made a business telephone number readily available during the normal enquiry journey. By comparison, only 35 made a business email address easy to find.

This does not necessarily mean the other businesses cannot be contacted electronically. 92 of the 100 sites provided an enquiry or contact form, and many appeared to deliberately route enquiries through structured forms rather than publishing an email address.

The finding therefore should not be interpreted as evidence that businesses are difficult to contact. Instead, it demonstrates a clear difference between telephone and email visibility across the audited websites.

For businesses deciding whether to hide an email address behind a form, there is a practical trade-off to consider. Forms can help structure enquiries and collect the information a sales team needs. A visible email address, however, gives prospects another contact option and may suit buyers who prefer to communicate from their own inbox.

Most websites provide more than one contact route

One of the stronger findings was the availability of multiple methods of contact. 89 of the 100 websites provided at least two distinct enquiry routes, based on telephone, visible email, forms, live chat or booking functionality.

Only 11 failed to meet this criterion during the audit. This suggests that, within the sample, providing more than one method of contact is already common practice.

The more interesting question for SMEs may therefore be less about whether they have a contact page and more about whether the available routes match how their prospective customers actually prefer to buy.

Two-thirds had an explicit commercial call to action

A generic Contact Us button is useful, but it does not always tell a prospective customer what type of conversation they are starting.

The study therefore separately measured whether websites used a clearly commercial call to action such as:

- Request a Quote
- Get a Quote
- Book a Demo
- Talk to Sales
- Request a Consultation
- Make an Enquiry

67 of the 100 websites provided an explicit commercial call to action of this kind. The remaining 33 relied on more general contact routes or other actions.

For businesses selling complex products or services, making the intended action more specific could make the buying journey easier to understand. A prospect looking for pricing may respond more naturally to Request a Quote than a generic Contact Us button. A software buyer may prefer Book a Demo. A professional services prospect may respond to Speak to an Adviser or Arrange a Consultation. The most appropriate wording depends on what the customer is actually trying to accomplish.

Less than half put a human or identifiable team into the enquiry journey

Only 42 of the 100 audited websites displayed a named individual or clearly identified team within the enquiry journey or relevant contact area. This means 58 did not meet this criterion.

A company does not necessarily need to publish individual employee details to provide a human point of contact. References such as Sales Team, Technical Team, Customer Service Team, Business Development Team or Account Management Team can help prospective buyers understand who is likely to deal with their enquiry.

Named individuals can provide even greater context where appropriate, particularly for specialist services or higher-value B2B purchases.

The study does not demonstrate that named contacts increase conversion rates. It shows only that this form of human reassurance was absent from more than half of the audited sites.

Manufacturing achieved the highest average score

The 100 businesses were split equally across five broad B2B supplier categories. Twenty websites were audited in each group.

Sector	Websites audited	Average Enquiry Readiness Score
Manufacturing	20	7.90 / 10
Business & Professional Services	20	7.65 / 10
Construction & Built Environment Suppliers	20	7.25 / 10
Software & Technology	20	7.20 / 10
Commercial Equipment & Facilities Suppliers	20	6.90 / 10
Overall	**100**	**7.38 / 10**

Manufacturing recorded the highest average score in this sample at 7.90. Commercial Equipment & Facilities Suppliers recorded the lowest at 6.90.

The difference should not be interpreted as proof that one UK industry provides a better overall sales experience than another. Each sector contained only 20 websites, and the businesses were selected through a defined search-based process rather than a random nationally representative sample. The sector comparison is therefore useful as an exploratory finding rather than a population ranking.

Nearly half of the websites scored eight or higher

The overall results were weighted towards relatively strong scores. Of the 100 sites:

- 4 scored 10/10
- 12 scored 9/10
- 32 scored 8/10
- 32 scored 7/10
- 11 scored 6/10
- 8 scored 5/10
- 1 scored 4/10

This means 48 of the 100 websites scored eight or more. Only one scored four or below.

The findings therefore do not suggest that UK B2B suppliers generally make themselves impossible to contact. Quite the opposite: most of the audited businesses provided the fundamental components required for a prospect to make contact. The larger opportunity appears to be in improving the experience around that enquiry.

What can SMEs learn from the findings?

The study highlights five practical questions that a B2B business can ask about its own website.

1. Do prospects know exactly what to do?

Look at the website from the perspective of somebody who has never dealt with the company before.

Is there a clear action such as Request a Quote, Book a Demo, Talk to Sales or Make an Enquiry?

The appropriate CTA will depend on the product and buying process, but the desired next action should be obvious.

2. Do customers have a choice about how they contact you?

Some prospects want to call. Others prefer email. Others are happy to complete a structured form or book directly into a calendar.

Providing multiple routes does not guarantee additional leads, but it reduces the need to force every prospective customer through the same contact method.

3. Does the prospect know who they are contacting?

Where practical, identify the person or team that handles the enquiry.

This might be as simple as “Speak to our technical sales team” or “Send us your requirements and one of our project specialists will get back to you.”

The research found that only 42 of the 100 websites clearly provided this type of identifiable human or team contact.

4. Have you told them what happens next?

This is the largest opportunity identified in the research.

If somebody completes a form, what happens? Will they receive a call? Will somebody prepare a quotation? How quickly will the company respond? Will an adviser review their requirements first?

Only 27 websites clearly addressed this point.

5. Is trust visible before the prospect is asked to enquire?

Trust evidence was one of the audit criteria, covering customer evidence, case studies, reviews, recognised accreditations, certifications or similar proof.

SMEs should consider whether their strongest proof is visible during the buying journey rather than buried somewhere that prospective customers may never reach.

A simple B2B website enquiry checklist

Businesses can use the same framework applied in this research. Ask:

- Is our telephone number easy to find?
- Is an email address available if we want prospects to use email?
- Can someone find our contact page immediately?
- Do we offer a simple enquiry route?
- Is our primary CTA obvious?
- Does the CTA describe the commercial action the visitor wants to take?
- Do customers have at least two ways to contact us?
- Do we identify the person or team they will deal with?
- Do we show evidence that gives prospects confidence?
- Do we explain what happens after they enquire?

This does not replace conversion tracking, customer research or proper lead-generation analysis. It is simply a practical way to identify friction or uncertainty in the website enquiry journey.

Methodology

RD Marketing conducted a structured desk audit of 100 UK B2B supplier websites on 19 October 2026.

The sample contained 20 websites in each of five categories:

- Manufacturing
- Construction & Built Environment Suppliers
- Business & Professional Services
- Software & Technology
- Commercial Equipment & Facilities Suppliers

Websites were identified using predefined search queries relevant to each category. Organic results were reviewed in order, with directories, marketplaces, social-media profiles, inaccessible websites, duplicate businesses and companies without a sufficiently clear UK B2B offering excluded. Sponsored search results were not intentionally included.

Each eligible website was evaluated against the same ten binary criteria. A website received one point for each criterion that could be observed, producing a maximum Enquiry Readiness Score of ten.

No forms were submitted, live chats initiated or false enquiries made.

Following the initial audit, lower-scoring and retrieval-limited websites received a targeted validation pass to reduce the risk that publicly available contact features had been missed because of website scripts, page structure or retrieval limitations.

The research measures observable website enquiry-readiness features. It does not measure:

- Lead volume
- Conversion rates
- Sales revenue
- Customer satisfaction
- The quality of the sales response
- Overall website quality

- Whether a particular website feature causes more enquiries or sales

The sample is search-based rather than randomly selected and should not be treated as statistically representative of every UK B2B company. Results should therefore be reported as findings from the 100 audited websites.

About RD Marketing

Results Driven Marketing (RD Marketing) is a UK B2B data and lead generation provider based in Newcastle upon Tyne.

RD Marketing provides businesses with access to UK B2B marketing data and lead generation services covering email, telephone, postal marketing, LinkedIn outreach and other customer acquisition channels.

The company works with businesses looking to identify, reach and generate opportunities from relevant UK organisations.

Find out more about RD Marketing's B2B data services: https://rdmarketing.co.uk/buy-data/

Research note

This study forms part of RD Marketing's ongoing original research into UK B2B data, lead generation and marketing effectiveness.

The research is intended to provide practical information that businesses can use when reviewing their own customer acquisition activity.

Future studies will examine additional aspects of B2B prospecting, marketing performance and the ways businesses make it easier for prospective customers to find and engage with them.

- Download full technical report here