

A photograph of a warehouse interior with high industrial shelving units filled with boxes and supplies. Two men are walking down a central aisle. The man on the left is wearing a red beanie, a tan and black jacket, and dark pants, carrying a large cardboard box. The man on the right is wearing a grey beanie, a green puffer jacket, and dark pants, holding a tablet. In the background, a pallet jack is visible near a doorway. A large blue diagonal graphic element covers the right side of the image.

DynamicWeb®

The B2B eCommerce checklist

The professional buyers have spoken — these are the B2B eCommerce features that add the most value. Make sure your B2B eCommerce solution checks all the boxes and offers what the customers want.

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Introduction

There is a new generation of B2B buyers in town, and with them, new expectations on how to conduct B2B business.

This new generation of buyers are used to shopping online and this is reflected in their way of doing business professionally. Today's buyers expect access to multiple online sales channels that offer simple and efficient ways of purchasing even complex goods. However, this is unfortunately in sharp contrast to what B2B vendors are currently offering.

A recent survey within the B2B eCommerce segment* comparing buyers' expectations with vendors' offers showed that sales by telephone, by email and by travelling salespeople are still the prioritized sales channels, especially among manufacturing and wholesale companies. The main argument from the vendors is that there is a need for personal contact, that the products are complex and that the salespeople therefore need to meet the customers. However, this does not agree with the behavior and the demand of modern buyers, and therefore, this needs to be considered when planning future sales strategies.

When laying down the tracks for the future of commerce, there is no getting around eCommerce. Although 40% of the B2B companies in the survey already have a webshop, it does not necessarily mean they offer the functions that the buyers demand.

According to the Survey, there is still a huge potential when it comes to boosting the customer satisfaction since it shows a surprising gap between the functions and services that vendors offer and what their customers want. That which the buyers consider a priority for choosing a supplier, appears to be unavailable in most B2B eCommerce solutions.

40%

of the B2B companies in the survey already have a webshop, but it does not necessarily mean they offer the functions the buyers demand

In addition to these differences, the research also uncovered a surprising similarity in the features and services that vendors emphasize. This suggests a herd mentality within the market rather than a desire to create true customer centric eCommerce solutions that comply with customer demands and provide a distinct business advantage.

**Conducted by The Confederation of Danish Industry (DI) based on 700 European B2B eCommerce respondents.*

Put your eCommerce solution to the test!

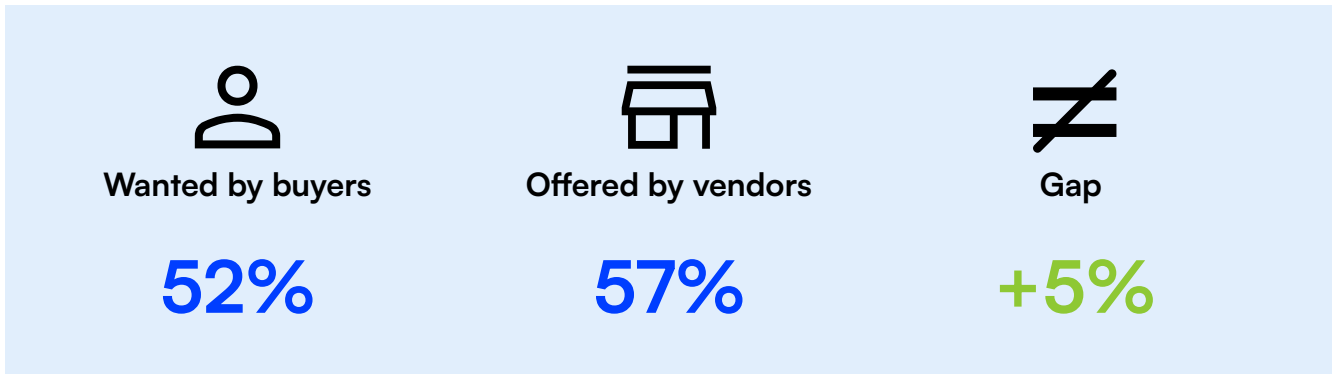
Whether you are designing a brand new B2B eCommerce solution or redesigning an existing one, you can benefit from diving into the results of the survey before you choose what way to go, and which features to choose.

The following infographics show the top 10 eCommerce features requested by B2B customers ranked according to the gap between supply and demand. In the following, we dive into each feature and elaborate on how B2B businesses can benefit from implementing it in their eCommerce.

Top 10 eCommerce features	Wanted by buyers	Offered by vendors	Gap
10. Same day delivery	52%	57%	+5%
9. Personalised content (price, products, etc.)	50%	54%	+4%
8. User roles with different rights	38%	40%	+2%
7. B2B payment options (invoice, EAN, etc.)	66%	66%	0%
6. Online customer service	46%	38%	-8%
5. Specific delivery date option	64%	56%	-8%
4. Quick reordering	67%	59%	-8%
3. Order history (all sales channels)	58%	43%	-15%
2. Download invoice	65%	46%	-19%
1. Updated stock status for all products	72%	46%	-26%

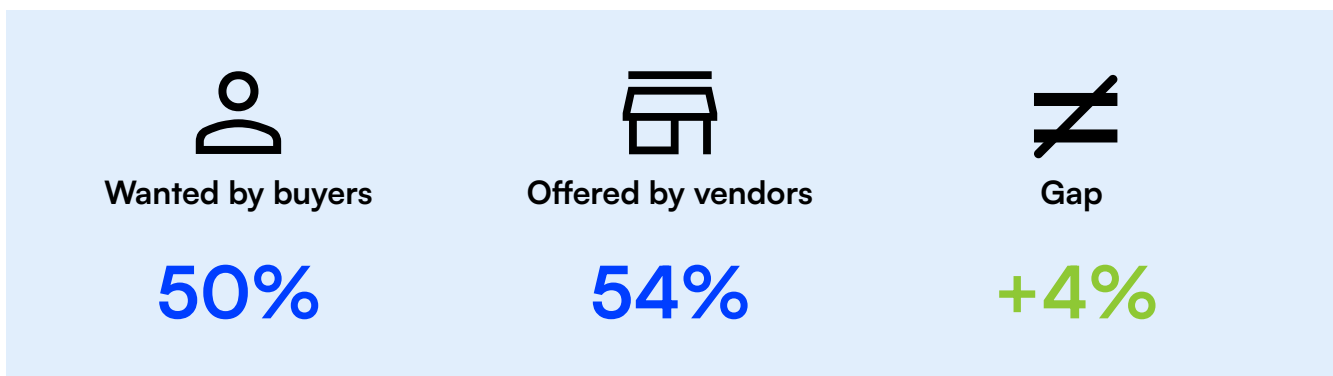
Top 10 eCommerce features

10. Same day delivery



For manufacturers and wholesalers, same day delivery service can be an outstanding value proposition for your B2B customers if the products don't differentiate when it comes to quality and price range. Same day delivery can, however, be an operational challenge without an integrated eCommerce and ERP solution in place.

9. Personalised content (price, products, etc.)



With personalized eCommerce offerings, B2B companies can make complex buying processes as simple, efficient and convenient as possible for the customers. The key is to utilize your customer data (what you know about your customer) to tailor the purchase experience from A-Z through personalized product searches, catalogues, recommendations, prices, ordering, shipping and even customer service.

It requires that your systems and channels are connected, and that the data is saved in a central system, e.g., your ERP that can supply all your channels with consistent, uniform data.

8. User roles with different rights



With multiple users that purchase under one company account, your customers need the ability to add users to their account and to assign them different roles and permissions for them to effectively develop workflows aligned with their business processes.

It enables you to meet the operational complexities of B2B eCommerce and to align your eCommerce platform with the way your customers do business to truly deliver a seamless experience.

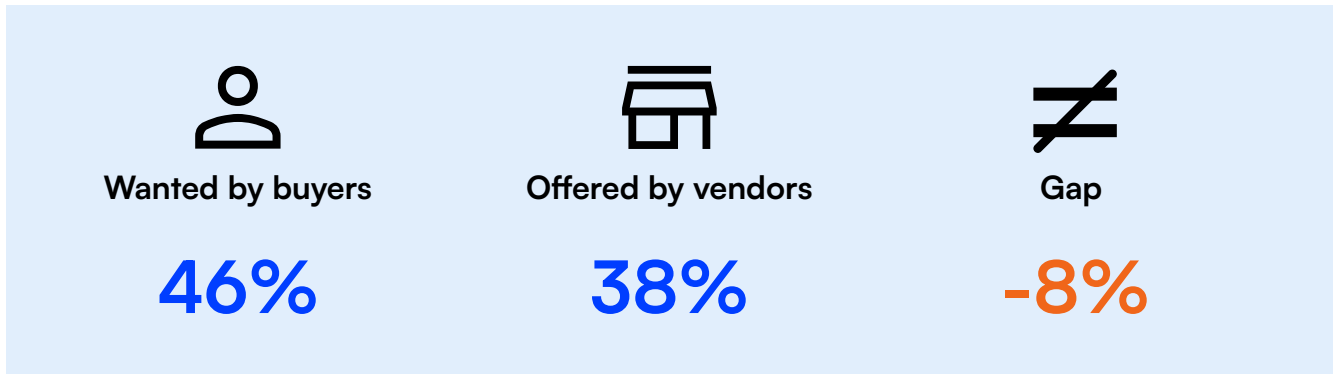
7. B2B payment options (invoice, EAN, etc.)



B2B customers expect a B2C customer experience! This also applies to payment options as more and more B2B vendors are looking for ways to drive eCommerce conversions by offering flexible payment options during checkout.

Flexible eCommerce payment options blend traditional methods of payment processing (like bank transfers and invoices sent by mail) with modern digital counterparts (EAN invoicing, mobile wallets or credit card facilitated by digital payment providers like Authorize.Net, PayPal, Klarna, Stripe etc. combined with mobile wallets). It is in your best interest as a B2B seller to implement flexible payment options if you want to drive eCommerce conversions.

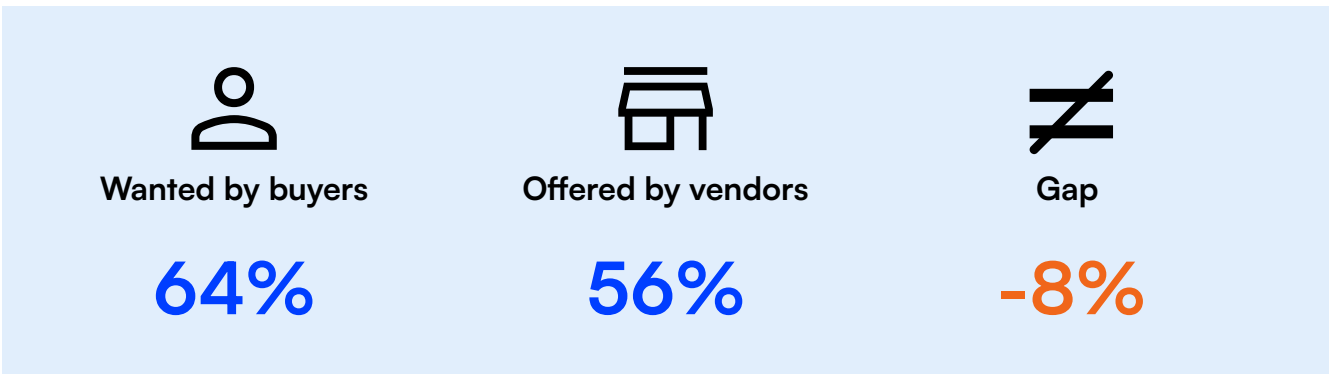
6. Online customer service



Providing excellent customer service can make or break customer loyalty. By improving your B2B customer service — and thereby improving your customer experience — you are actively investing in your financial returns and extending your customer lifetime value whilst reducing churn.

You reduce the likelihood of customer churn by helping your customers navigate your B2B products and services using excellent customer service.

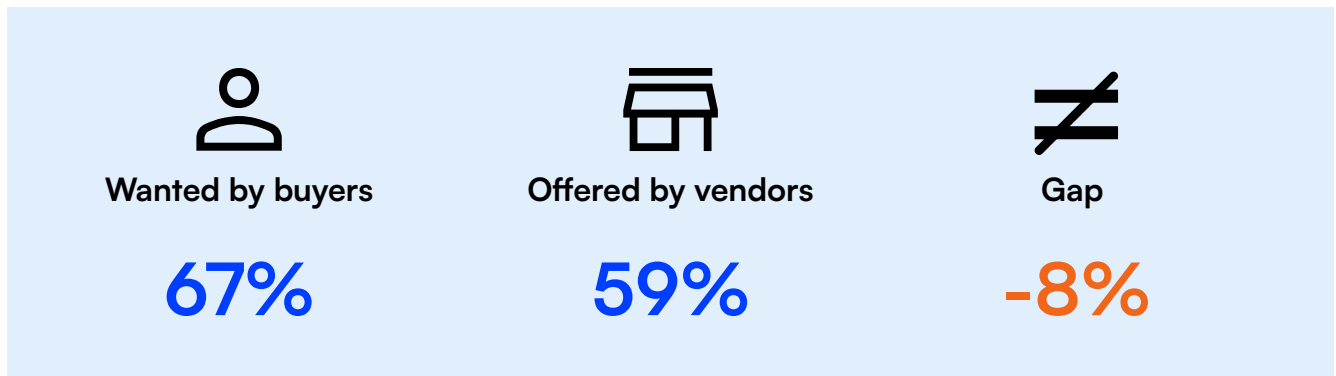
5. Specific delivery date option



It is not enough to know whether a product is in stock. Customers also need to know when their order will arrive. Specific delivery date options play a vital role in any type of B2B eCommerce, not only for customer satisfaction and retention, but also for reducing time and resources spent on customer service.

For manufacturers and wholesalers whose entire business relies on the ERP, it is necessary to have an integrated eCommerce and ERP solution that can display delivery date options for every SKU.

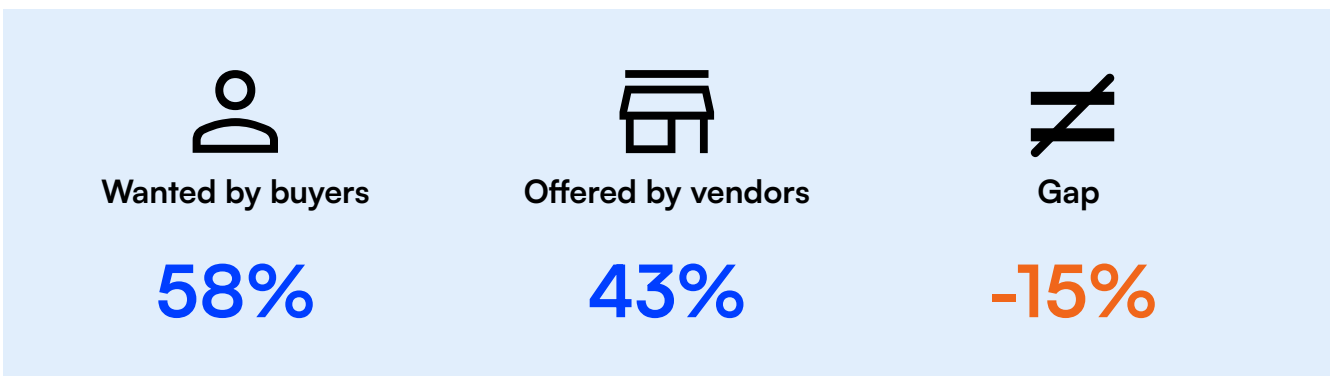
4. Quick reordering



Your customers often order the same products again and again sometimes with an extensive list of SKUs added to their shopping carts. To repeatedly select all the same items at each checkout can be a frustrating experience that leads to dissatisfied customers. If you are unable to provide your customers with a fast and easy purchasing experience, they will likely look elsewhere for a supplier who can offer a more efficient ordering process.

This is why you should offer a quick reordering of products to provide a simple, frictionless way for customers to get the products they need without unnecessary complexity.

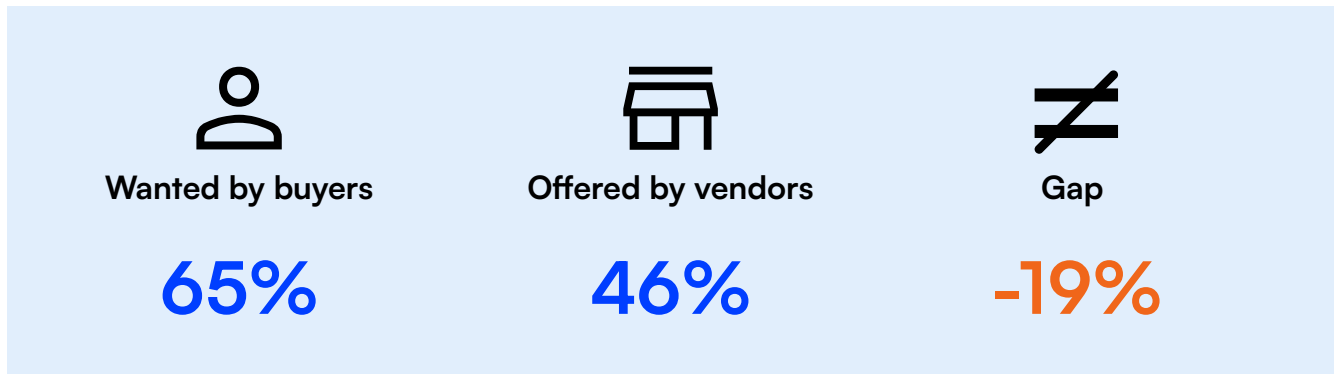
3. Order history (all sales channels)



Multiple sales channels should not result in varied data. No matter where and when B2B customers complete their orders, your eCommerce should combine all data entries in a central location giving your customers access to the most accurate information about order history.

With a consolidated order history, customers can easily see details for any order such as 'paid' or 'out for delivery'. Having a consolidated order history also eliminates the need to rely on service reps to get important information.

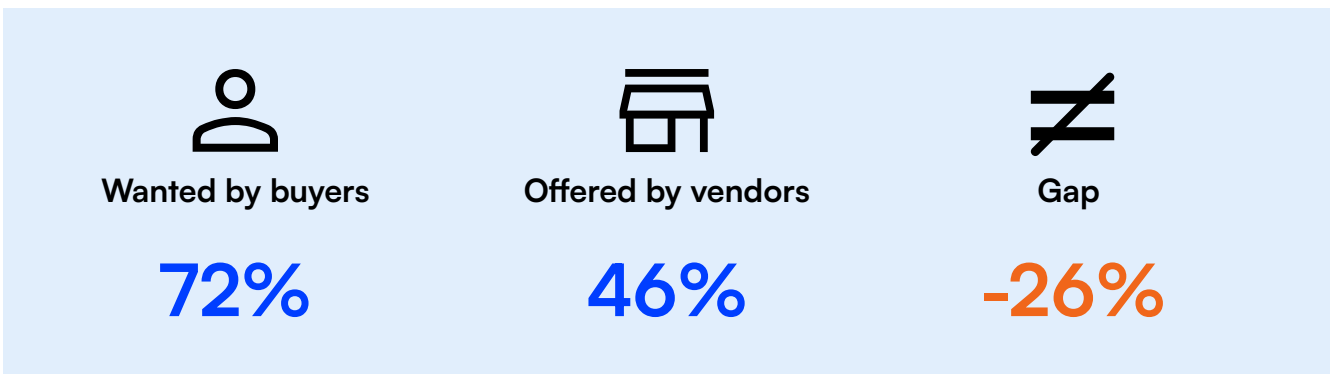
2. Download invoice



Help your customers help themselves! Streamline your operation, improve customer satisfaction and accelerate collections by giving your customers a place to view, print and even pay all their outstanding invoices 24/7.

Your customers can find the information they need themselves, and not having to answer various requests from existing customers can save you a lot of time and resources. Your customers need to be able to access their entire ledger from the ERP system and not only their webshop orders.

1. Updated stock status for all products



B2B customers expect inventory levels on a product page to be accurate. Nothing is more troubling than learning that a supplier doesn't have the expected number of items in stock. The gap between what is wanted and what is offered suggests that some B2B companies are not concerned about being there for their customers.

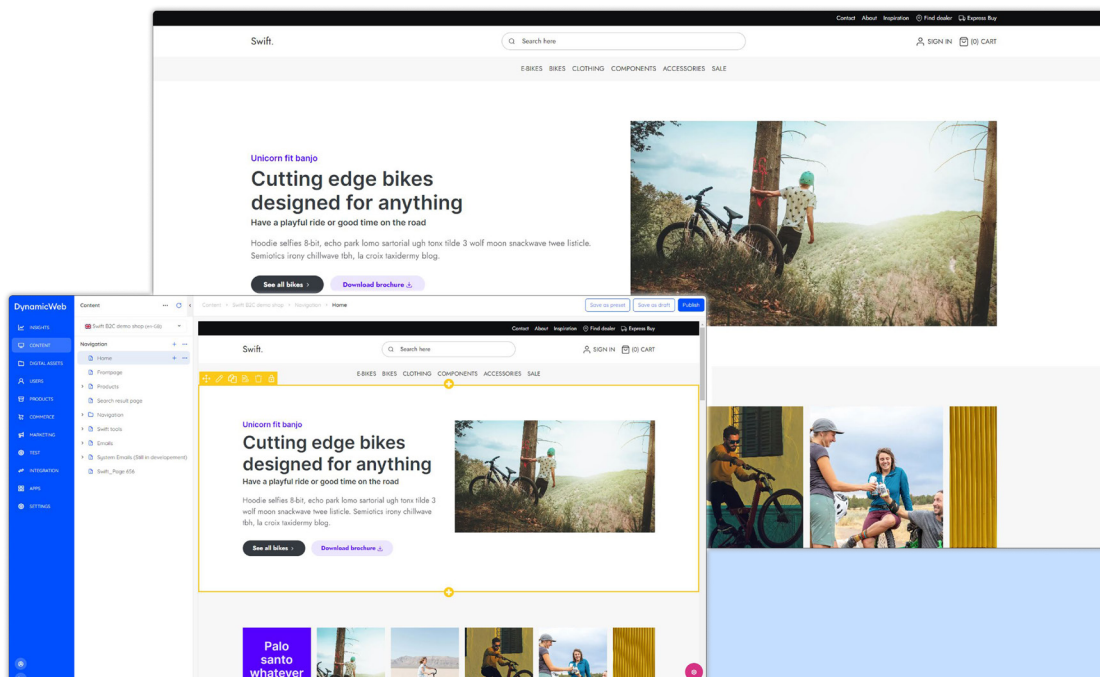
Inventory management matters to all customers, but it is particularly crucial for major customers who do a lot of business. With an effective inventory management solution, a B2B company can cater to big-ticket customers by ensuring them that the items they need are always there when they need them. Typically, the ERP is the leading system to secure stock availability in B2B online shops across all delivering channels while being the only source of data truth.

The next step

If the B2B eCommerce checklist has inspired, take a look at your own eCommerce setup or made you interested in learning more about how to build a truly competitive B2B eCommerce solution that checks the boxes for your customers, then go to dynamicweb.com and check out the capabilities of our Composable Commerce Suite.

You can book a demo, get in touch with a specialist or reach out to one of our many talented partners and experience what a DynamicWeb solution can do for you.

Visit our website and book a demo



About DynamicWeb

DynamicWeb is PIM, eCommerce, Marketing and CMS in one powerful and composable Commerce Suite featuring standard integrations to Microsoft Dynamics ERP for mid/large and enterprise sized companies.

With more than 20+ years in business and more than 12,000 websites developed, we have the experience and the software necessary to create powerful eCommerce solutions.

Learn more at www.dynamicweb.com

