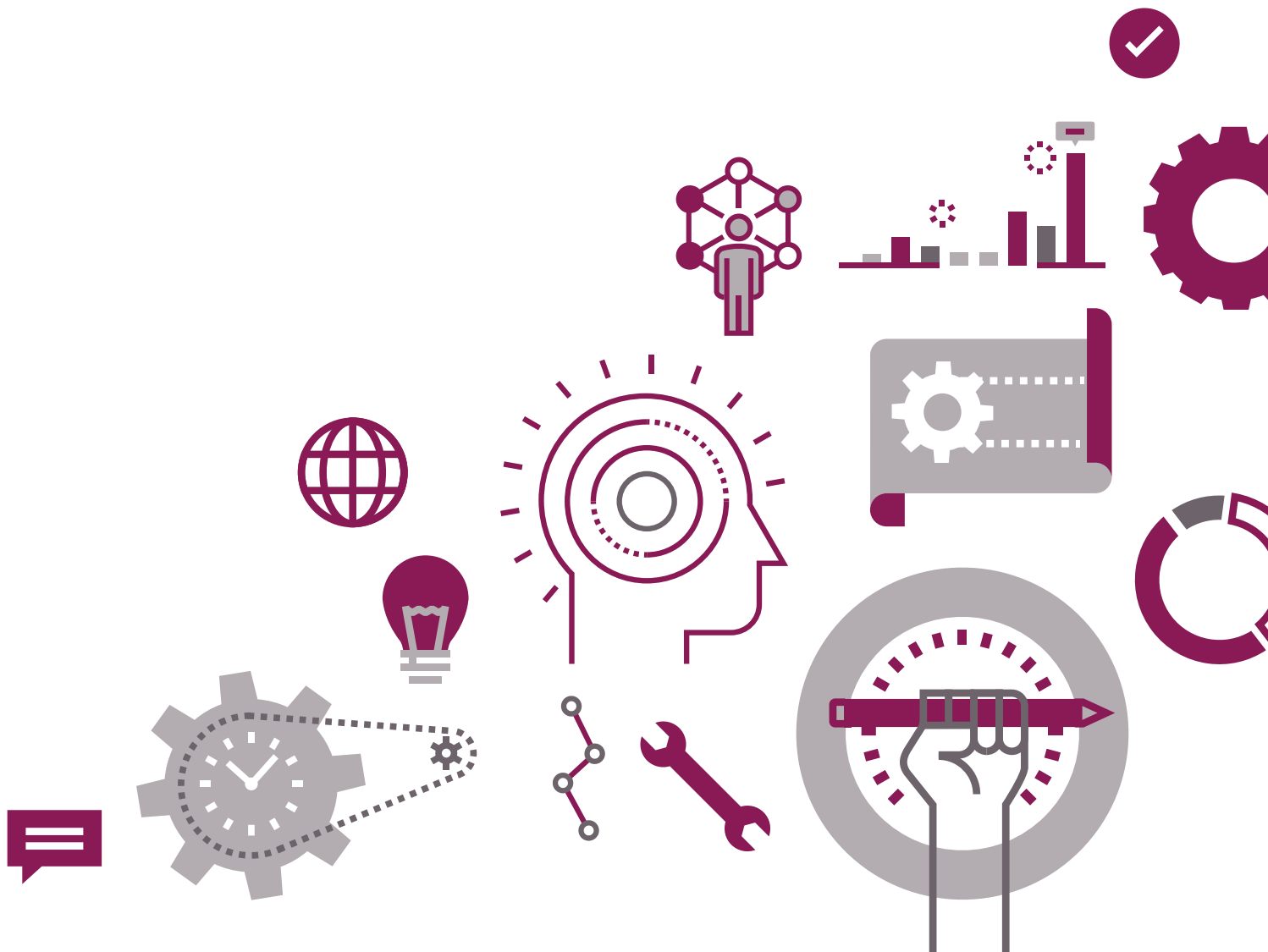


B2B BUYER EXPERIENCE ESSENTIALS BOOK

Tips to Manage the Customer Journey:
Streamline Purchasing & Fulfillment



Competing on experience requires businesses to create compelling interactions at every touchpoint and phase of the customer journey from first impressions through to purchasing and fulfillment, to ongoing support and engagement.

Mind the nuances of your buyers' needs and preferences. What are the integration imperatives central to creating audience-centric, engaging, and helpful experiences? **This Magento Short Guide offers insights and tips to help businesses:**

- ✓ Consider key account permissions and role allocations
- ✓ Improve self service solutions
- ✓ Learn best practices in catalogue and merchandise management
- ✓ Uncover innovative ideas to create a fast path to purchase

Contributors



How can various site functions and touch points help streamline purchasing and fulfillment?

CLASSY LLAMA

In order to streamline the purchase path for a buyer as much as possible, make sure they have access to all the same options they do in other channels. If they need to generate quotes, for example, a digital experience should make the process of submitting, reviewing, and converting a quote into an order as simple as possible.

If there is an approval path to someone placing an order, make sure it's easy to request the necessary approvals and that your platform sends clear notifications about the status of an order approval so that a buyer is clear on the state of their order at all times.

COREVIST

In design, it's essential that your user experience communicates where the buyer is in the journey, and how they get to the next step. To execute this, you need to define what the next step is on each screen and make sure that the CTA (call to action) is clear and easy to click, especially on mobile.

In terms of functionality, you should take out as much customer data entry work as you can. That means things like saved payment methods, saved carts, frequently ordered products, and personalized recommendations. When all of these elements work together in harmony, you take a big chunk out of buyer friction.

DHL

To build a solid B2B eCommerce content offering companies need to:

1. Put in place the digital infrastructure to connect all business processes
2. Present an Amazon-like online shopping experience
3. Offer customized solutions and offers based on insights
4. Ensure seamless integration for enabling customer engagement across multiple channels
5. Synchronize systems to meet diverse customer demands with fast, flexible logistics.

Some key challenges to consider include management of exchange rates and customs clearance, seeking the right employee skill-sets, and putting in place a solid eCommerce mind-set/culture to effectively compete with agile start-ups.

ECHIDNA

Some top considerations when creating a frictionless checkout process within B2B include:

- Help your customers share information with others in their organization to facilitate the decision-making process
- Offer a reorder button where the customer can easily reorder past items
- Offer subscription-based checkout on items they need on a regular basis
- Offer a bulk order section where customer can enter a long list of items and immediately add them to their cart

JASPER PIM

In order to streamline purchasing, no question should be left unanswered when someone is considering a purchase.

For instance, let's just consider a product page. Is it in the correct language? How about the description? Is it thorough and does it address all concerns? Do people in Australia prefer a short description? What about geo-specific photography? Do your photos and videos cover the product in its entirety? Are your currency and payment options ideal? How about supplemental materials like PDFs? Are they in the right language and written for the specific audience you're targeting? How about your sizing chart? What measurement system is being used? What if your customer doesn't like the item? Is the shipping and returns policy present and clear?

Once a customer has purchased, it's essential that your entire technology stack integrates well so all notifications and workflows fire quickly and accurately. If your stack works in unison, not only will your customer's order be fulfilled quickly, but you will also begin tracking order preferences and enroll them into specific nurtures for additional purchases down the line.

NOSTO

To streamline the path to purchase, businesses must create mobile ready solutions for B2B customers and the field reps who work with those customers. Mobile solutions must be automated and tied to CRM+ back-end systems. This allows them to sell and deliver products and services at their fingertips. Examples of this include subscription orders, customizable orders, a persistent shopping cart, wish lists and uploading the CSVs of a product list.

PIXAFY

Provide direct links/access to discounted or promoted products to reduce the number of clicks to checkout. Provide a spreadsheet-based order import tool, where your customers can simply upload a file containing all the products they wish to order, which get populated into the cart in one shot. This makes large order entry simpler for customers.

WEIDENHAMMER

Keep it streamlined by following common B2C best practices already deployed into Magento. Avoid excessive shipping charges and asking for information you already have about your buyer. Pre-populate buyer/company information from the user profile as well as reduce the number of steps involved. Offering purchase on account or via credit limits reduces the friction of having the company credit card and, may reduce the credit card processing fee if your customer pays invoices on time.

Which unique buyer behaviors and preferences are most important to consider in merchandising and purchasing?

BLUE ACORN

Quick order and reorder - A quick order feature allows customers to reduce the order process to only a few clicks for those who know the product name or SKU of what they want to order. Customers can enter the SKUs manually, import them into the Quick Order form, or choose items from a pre-set requisition list. Requisition lists allow customers to quickly replicate previous orders or add items to their cart directly from the list.

BRITESKIES

Elegant UI is essential. Using the site needs to be easier than calling a CSR, otherwise your customers won't use it. Make it easy to find and order items, especially considering B2B shoppers are more likely to know product details like item numbers. B2B shoppers want to be able to easily find the specific items they order regularly and want functionality like adding to cart by SKU.

This is more than just keeping the design clutter-free. These rules mean leveraging accurate suggested search terms based on both the user themselves and related products, quick ordering from previous orders, and adding to cart from the PLP instead of the PDP. We've even seen the ability to add to cart from a reorder reminder email, taking out the step of even having to search in the first place.

CLASSY LLAMA

Targeted pricing and product availability are important to make sure that a buyer is getting the right experience. Buyers need to be able to see the right information and items so they order the right things and pay whatever their contracted rates are, or they will be less likely to use an online channel.

i95DEV

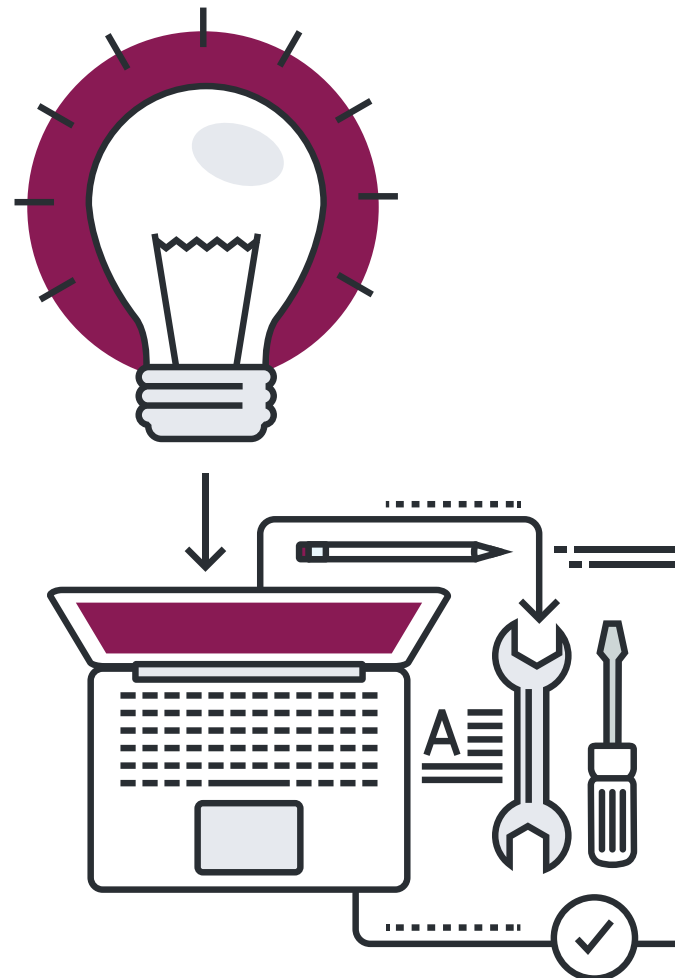
Make product discovery and customization intuitive and interactive. B2B businesses deal with a large and complex catalog. An intuitive product search, interactive product display, and easy-to-use product configurator can make the finding the right product to order placement process a breeze.

Role-based access to product catalog and custom workflows are mandatory for B2B businesses to better serve their customers. A few of our

customers customized their stores to control catalog visibility, define criteria like minimum order quantity, and build custom approval workflows for their customers.

NOSTO

B2B customers want more self-serve options. Segment and target customer groups through mobile and microsites while adding customized services into the checkout flow. To increase AOV, enable direct chat capabilities with a representative to help facilitate the transaction and build consumer trust.



About Magento Commerce

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace.

More information can be found at www.magento.com.