



B2B COMMERCE: 2018 & BEYOND

DELIVERING SEAMLESS B2B E-COMMERCE EXPERIENCES IN AN OMNI-CHANNEL WORLD

REPORT

THE STATE OF B2B E-COMMERCE

ONLINE B2B COMMERCE IN 2018

93%

Businesses prefer to buy online once they've made a purchase decision

72%

B2B buyers want self-service access to accounts and orders

57%

B2B executives said their top technology need for investment was an e-commerce platform

65%

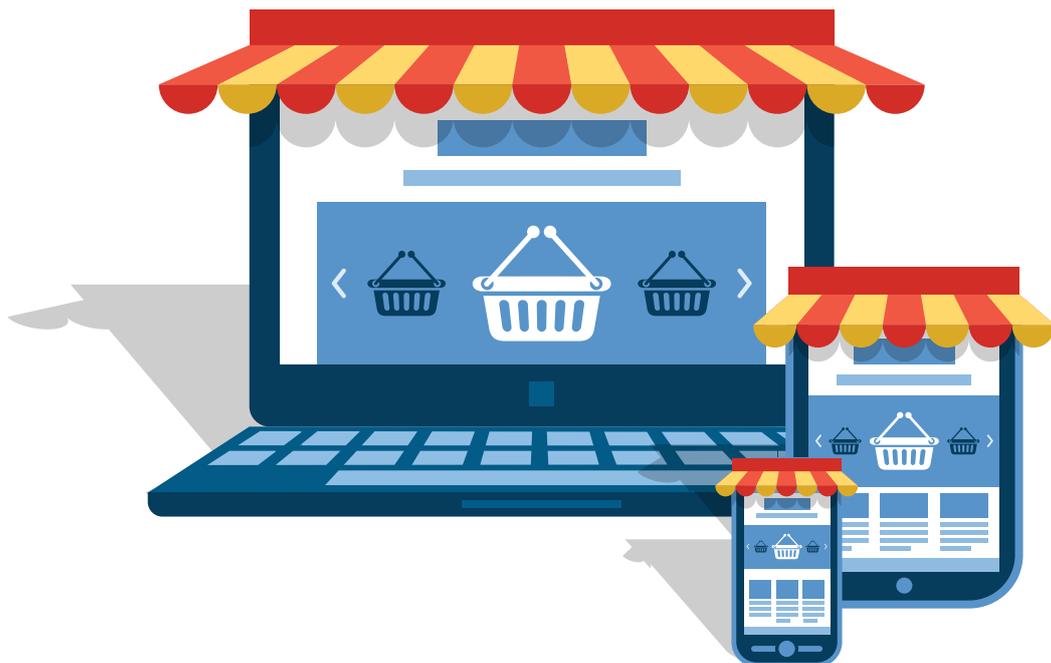
B2B customers expect scheduled deliveries and simplified ordering experiences

60%

B2B sellers reported an increase in selling with omni-channel experiences

74%

B2B buyers research at least half of their work purchases online



B2B COMMERCE IN THE DIGITAL ERA

The B2B e-commerce market is growing exponentially and according to Forrester, it is expected to surpass \$1.2 Trillion* by 2021 in US alone. It is projected that the size of the market will be double that of the B2C market, generating revenues of 6.7 trillion USD by 2020.

As businesses find it increasingly important to focus on user experience, personalization, and omni-channel capabilities, B2B e-commerce merchants will continue to invest in technologies to manage their business and stay competitive. In this competitive landscape, it's imperative that your brand doesn't just deliver personalized and seamless omni-channel B2B commerce experiences, but also does it with precision and consistency.

But today's consumers are impatient and demanding. They don't just expect timely deliveries but also want the freedom to schedule at their own convenience. They want 24/7 access to their accounts and orders. They want their B2B buying experience to be no less than the standard customer-centric B2C purchase journey.

Faced with these challenges, how can you ensure that your customers don't just stay engaged but actively convert into loyalists? How can you stop worrying about engaging and converting customers, and start focusing more on

your products and services?

Your brand needs to equip itself with the right tools and technology to meet the demands of the next generation of B2B buyers. But technology alone is not sufficient. Without a planned and strategic approach towards online B2B commerce, you risk losing customers and shrinking margins.

Here are some questions you must ask before investing in a B2B commerce platform:

1. Does the technology help ensure a seamless omni-channel experience across touchpoints?
2. Does the technology provide all users with a single view of the customer information?
3. Does the solution generate automatic and accurate invoices?
4. Does the technology allow collaboration with partners and resellers?

This report will further explore the need for an e-commerce platform in today's experience-driven B2B e-commerce landscape.



THE E-COMMERCE ERA IN THE B2B MARKETPLACE

The e-commerce era has transformed how B2B buyers interact with brands. As modern consumers mature into a more information-driven audience, brands too are upgrading to deliver to a more discerning, aware, and connected buyer.

A few years ago, price and quality were the key differentiators. In today's digital world, however, customer experience is the definitive factor. B2B brands are beginning to focus on multiple areas to ensure a unified and complete experience for buyers. While some are upgrading B2B ecommerce software to meet customer needs, others are focusing on displaying the relevant and personalized product information across channels.

To cater to an audience with B2C-level expectations, brands are learning from Amazon to improve customer experience. The focus is also on integration of systems for multi-channel selling by employing the right technology.

Is your brand prepared to deliver on these expectations?



WHAT DO B2B BUYERS WANT?

Buyers are no longer satisfied with just having the right information across a few touchpoints. They now expect a complete experience wherever they have access to their brand. Customer experience has evolved to include a new set of expectations, and these expectations are forcing B2B companies to rethink strategies and tune up execution. Companies using a single channel to engage customers are adding more channels to secure customer loyalty and grow share of wallet. B2B companies are upping the ante with cross-channel execution as a new competitive differentiator. Here are the 4 key factors that matter when engaging with B2B buyers of today.

01

CONSTANT TOUCH

An average buyer is information-driven and likes to research and investigate before making a purchase decision. It's important that your brand provides audiences with the right information at the right time across channels by staying present and actively engaged.

02

OMNI-CHANNEL

Today's B2B buyers expect the same level of engagement experience that B2C brands provide. Brands must connect with consumers across all touchpoints and on every channel to have a single view of their preferences to ensure a consistent experience.



03 CONSISTENCY

The average B2B buyer expects more than an omni-channel experience. Brands must ensure continuity and seamlessness of experience across all channels. All touch-points should deliver a consistent, continuous, and unified experience.

04 PREDICTIVE

Customers are more likely to choose brands that can accurately predict their choices. B2B brands must use consumer intelligence to know and anticipate purchasing behaviors and proactively deliver the relevant content, product, price and message.



CRACKING THE B2B E-COMMERCE CODE

As B2B e-commerce continues to gain momentum, brands must prepare to deliver experiences that blur the lines between B2C and B2B transactions.

B2B buyers today expect the same experience from brands that B2C customers do. Whether buying a home appliance or a marketing automation software, buyers expect a high level of personalization and seamlessness in their experience.

For B2B companies, delivering customer-centric experiences is not just a necessity but it also comes with immense benefits. If your organization can embrace strategies already being demonstrated by B2C companies, your business will notice increased customer loyalty and less overhead costs. More importantly, it would help drive higher revenues and maximize profits by delivering the highest ROI. In some cases, ROI can be achieved in less than a year.

Here are some of the key benefits of investing in a B2B e-commerce platform:

- Reduced costs through streamlined business operations
- Improved conversion through a B2C-oriented approach
- Enhanced customer satisfaction through omni-channel engagement
- Clear and concise presentation of product information
- Reduced complexities in B2B transactions

At TA Digital, we don't just help brands like yours create exceptional digital customer experiences but put a strategy in place to meet the ever-dynamic needs of your customers to build long-term relationships. We believe that customers respond to experiences; not to disconnected messages. That's why our team of experts will understand your business needs and craft the perfect strategy to meet your customer goals.

TECHNOLOGY ROADBLOCKS IN B2B E-COMMERCE

Based on a recent survey, here are the key challenges faced by organizations in delivering exceptional B2B e-commerce experience.



Complex Implementation



Lack of Technical Resources



Technical Issues



Lack of Executive
Sponsorship



High Implementation Costs



In House Expertise



Low ROI



Long Implementation Time



Lack of Customer Demand



Different Internal Priorities



Technical Issues



Channel Conflict

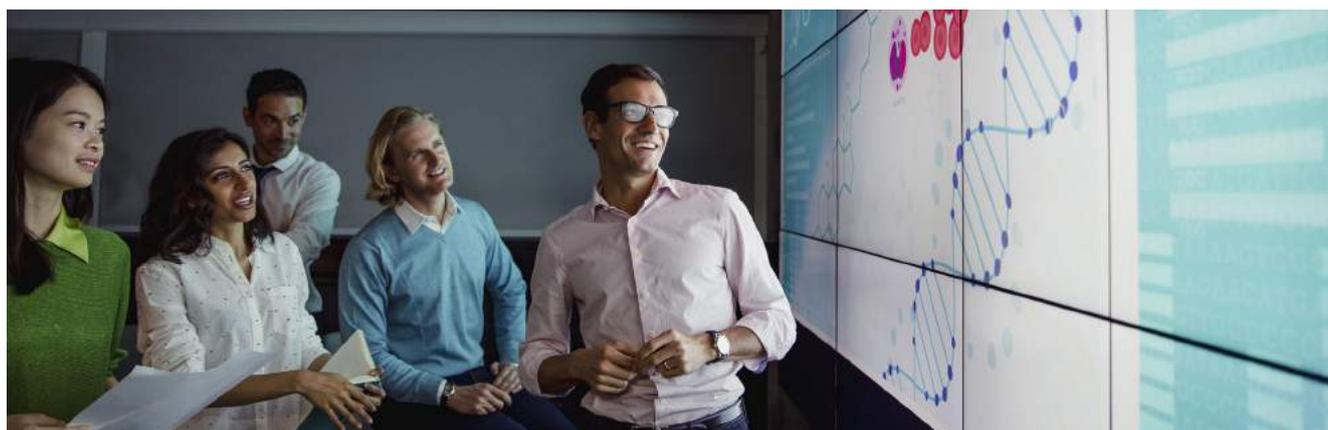
DELIVER EXCEPTIONAL B2B E-COMMERCE EXPERIENCES

About TA Digital

TA Digital is an innovative digital transformation agency, specializing in delivering digital experience, commerce, and marketing solutions. For nearly two decades, we have been helping traditional businesses transform and create dynamic digital cultures through disruptive strategies and agile deployment of innovative solutions. We are known as a global leader in the digital technology industry for helping marketing leaders achieve their revenue targets, create profitable, omni-channel customer and commerce experiences. TA Digital has high-level strategic partnerships with digital technology companies Adobe, Microsoft, Sitecore, Acquia, Marketo, SAP Hybris, Elastic Path, IBM Watson Marketing, and Episerver. The company was named on 2013, 2014, 2015 Inc. 5000 list as one of the fastest-growing technology companies in the United States.

Get Help from our Experts

TA Digital is an industry leader and strategic partner with leading headless commerce platforms. We create seamless Content Management and Commerce experiences that lead to higher conversions with frictionless commerce solutions. Our commerce marketing technology services can help you deliver effective multichannel commerce campaigns that increase sales. We can help you deploy chatbots to serve as a concierge for your customers, providing them with a high touch personalized shopping experience and seamless low-cost customer journey. Talk to our team of digital commerce experts today.



TA DIGITAL

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