



What **boosts**
the ROI of
your **B2B**
e-commerce
initiative?

Is e-commerce **worth the investment?**

You've probably concluded that it surely is. But you also need to convince other departments and the board that the investment in a future-proof B2B commerce platform is a must to stay in business and outperform your competition. Our ROI checklist highlights the top 10 value drivers of your e-commerce investment. They will help you to build your business case and align all departments on your digitalization journey. So, boost your knowledge and reach out to us, if you have questions!

1

10 value drivers that will convince your management

Loyal customers

E-commerce makes the jobs of your customers easier and, thus, boosts customer satisfaction. Office opening hours, different phone numbers for different services, paperwork: For the B2B customer, these traditional ways of working with suppliers have become – to say it bluntly – annoying. Empower your customers and make them happy with self-service management of company profiles, procurement structures, etc. Offer custom order processes, e.g. configuration of customized catalogs, and give them 24/7 access to processes and content. This will reduce their administrative workload and they can keep their internal processes. These conveniences will help you to better retain your customers and reduce revenue losses.

10 value drivers that will convince
your management

2

Higher share of wallet

By investing in e-commerce, your average sales per customer will rise, which leads to an overall revenue growth. Here are some reasons why:

- E-commerce will help you generate loads of customer data that enable you to create personalized offerings of additional products and services. Your customers are very likely to order more and also other products than they did before.
- Happy buyers will turn into loyal customers. A perfect online shopping experience will get your customers to fall in love with your organization.
- E-commerce saves your customers time. They will reorder goods more often if you make it as easy and comfortable as possible for them to interact with your company.

10 value drivers that will convince
your management

3

More new customers

When you are present online, chances are big that more new customers will find you. In fact, “89% of buyers start their buying journey online” (Source: Think with Google, “The Changing Face of B2B Marketing”). You may even find out that there are market segments that are interesting for your company that were never in the picture before. When you enable new customers to set-up an account on your e-commerce website, possibilities are endless. You can conduct market surveys to find out which new segments could be interested in your products as well and reach these potential customers by marketing activities (on social media for example) and optimizing your website (SEO, AdWords campaigns).

10 value drivers that will convince
your management

4

Better gross margin

The convenience and time-savings from ordering via online channels are more important for B2B buyers than getting the lowest price. When customers can save loads of time by ordering products on your website, they are very likely to be less fixed on pricing. Easy ordering – as well as high-quality products of course – is more important than sparing a few dimes by going to your competitor who is only available during office opening hours. So if you make the B2B buyer's job easier, you can charge more!

10 value drivers that will convince
your management

5

Time-saving digital self-services

Digital self-services are game changers for both your sales team and your customers. Since repetitive tasks (for routine orders, re-orders, order tracking or frequently asked questions) can be automated, they free up your human capital that can be invested in other ways to support your customers or help to reduce labour-costs. On top of that, digital self-services empower your B2B buyers to manage their own data, products, and service agreements. Having anytime access to the information they need, reduces their administrative workload and saves time – a benefit that they will really appreciate and make them addicted to your company!

10 value drivers that will convince your management

Reduced costs

6

- E-commerce helps your organization to become more cost-efficient. This is where you might find your additional savings:
- You spend less on traditional marketing costs: you'll probably print much less. Paper catalogs are history and you will send less mailings.
 - The automation of manual certain tasks leads to less human errors and fewer returns. Also, the costs per contact are reduced.
 - Order processing costs are reduced.
 - Electronic invoicing saves time and money on both your organization's and your customer's side.

10 value drivers that will convince
your management

(Cost-) efficient communication

7

Communicating with customers is important, but also expensive. Also, it is a stress factor for sales and customer support staff. A future-proof e-commerce platform – preferably implemented as a digital customer portal – helps sales and support teams to communicate more efficiently across all channels. Apart from the cost reduction, your customers will find it much easier to interact with your organization which makes them happy and return more often.

10 value drivers that will convince
your management

Productive sales reps

8

Digital transformation means that digital solutions come first. Yet this does not mean that sales and support teams become obsolete. Digital channels must not be seen as competition, but as a way to:

- free up time by automating repetitive tasks.
- smart up your sales managers.
- boost cross- and upsell potential.

When you succeed in aligning e-commerce with traditional sales, you really help your customers and your business. Customers benefit from being served in a comfortable, personalized way and sales managers will easily be more efficient and successful in acquiring more new customers. How does that sound?

10 value drivers that will convince your management

Global growth

You might want to take into account that international customers are interested in your products as well. To grow your online business globally, make sure to have a commerce solution in place that empowers your commerce team to cost-effectively:

- add new regions, countries, brand stores, touchpoints, and customer segments quickly and easily – without costly in-house development.
- create a globally coordinated, B2C-like customer experience for increasingly demanding B2B customers.
- integrate and manage currencies, tax rates, time zones, shipping methods, and payment providers for each individual market.

10 value drivers that will convince
your management

Increased market reach via marketplaces

10

Have you thought about expanding your online presence even further with marketplaces to boost your revenue? For B2B, they are becoming more and more popular. You could either make use of established online marketplaces such as Amazon or Alibaba as an (additional) sales channel, or you build your own online marketplace by supplementing your own portfolio with selected products and services from other providers. A future-proof commerce platform will support both options to make sure you increase your market reach and sales with a smart marketplace strategy.

Are you ready for a boost?

More information:

- [Intershop Commerce Talks](#)
- [Webinar: What is the ROI in B2B e-commerce?](#)
- [Whitepaper: Boost your online sales by putting your B2B customers first](#)



Let's get in touch!

Harold van der Horst
marketing@intershop.de