

# ADVANCED B2B COMMERCE: CATALYZED BY AI

## Introduction

I'm pleased to present the third Action Paper in our Intershop Advanced B2B e-commerce series. This edition focuses on the Design stage (Step 3) within our Advanced B2B roadmap. The Design step turns strategic ambitions into customer-centered interactions, building the foundation for personalized B2B experiences.

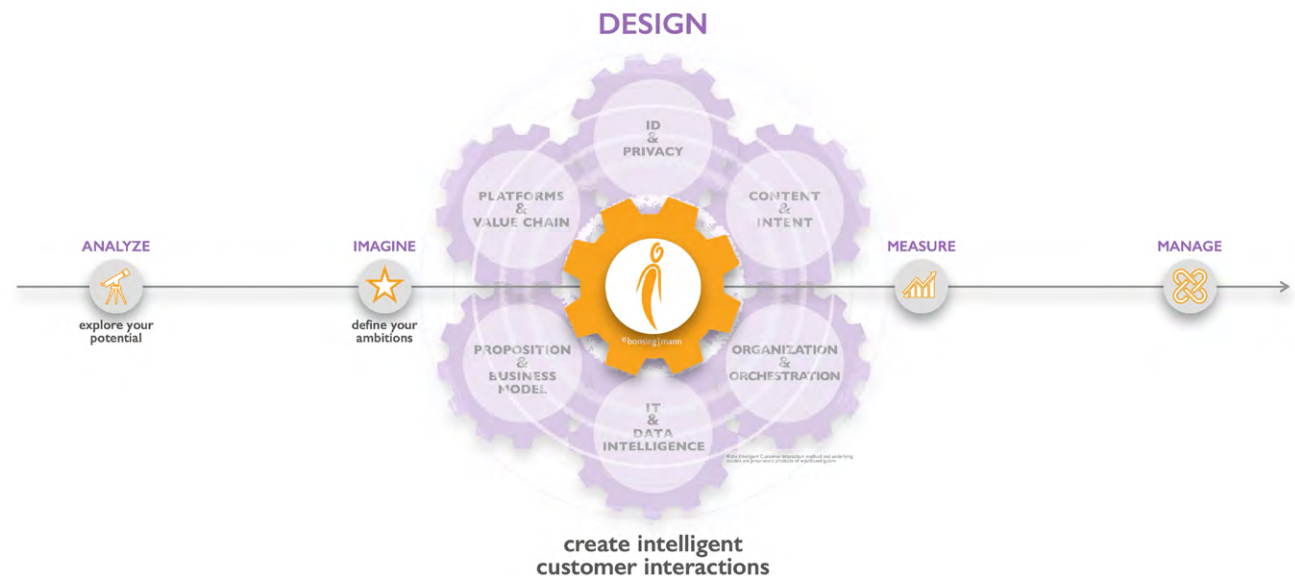
This paper provides a framework for embedding Intelligent Customer Interaction using technology, cross-functional alignment, and AI-driven personalization. This paper uses insights from Arjen Bons-

ing's Intelligent Customer Interaction models and Intershop's forward-looking vision to explore practical strategies for creating customer-centric experiences that foster sustainable growth.



Best regards,  
**Gerrit Enthoven**  
Executive Vice-President  
Sales and Marketing

P.S. For more information and support, please feel free to reach out to Intershop.



## Step 3: Design

### Create intelligent customer interactions

The Design stage focuses on transforming strategic ambitions into actionable, intelligent customer interactions. A holistic approach that integrates human ingenuity, data, and technology enables businesses to build impactful, personalized B2B e-commerce experiences. With algorithm-activated content, companies can create highly personalized user experiences that deliver exceptional value, deepen customer loyalty, and establish a foundation for sustained growth.

### The “Design” roadmap

The Design roadmap is structured around six key aspects, each vital to creating cohesive, personalized customer interactions within an AI-enhanced framework:

#### 1 Put the individual customer at the core

Shift from generic to user-specific interactions, recognizing individual needs of B2B users. Design personalized experiences akin to those in private life, fostering stronger individual and business relationships.

#### 2 Adopt a comprehensive interaction design approach

Use a design tool like the Intelligent Customer Interaction gear wheel to create intelligent interactions and functionalities centered on customer needs. This holistic, cross-departmental process leverages organizational expertise and ingenuity, fostering alignment and support across teams.

#### 3 Detail concepts in user stories

Create user stories from the customer’s perspective that anticipate future needs, building a flexible repository of concepts, content, and algorithms.

#### 4 Start differentiating on relationship levels

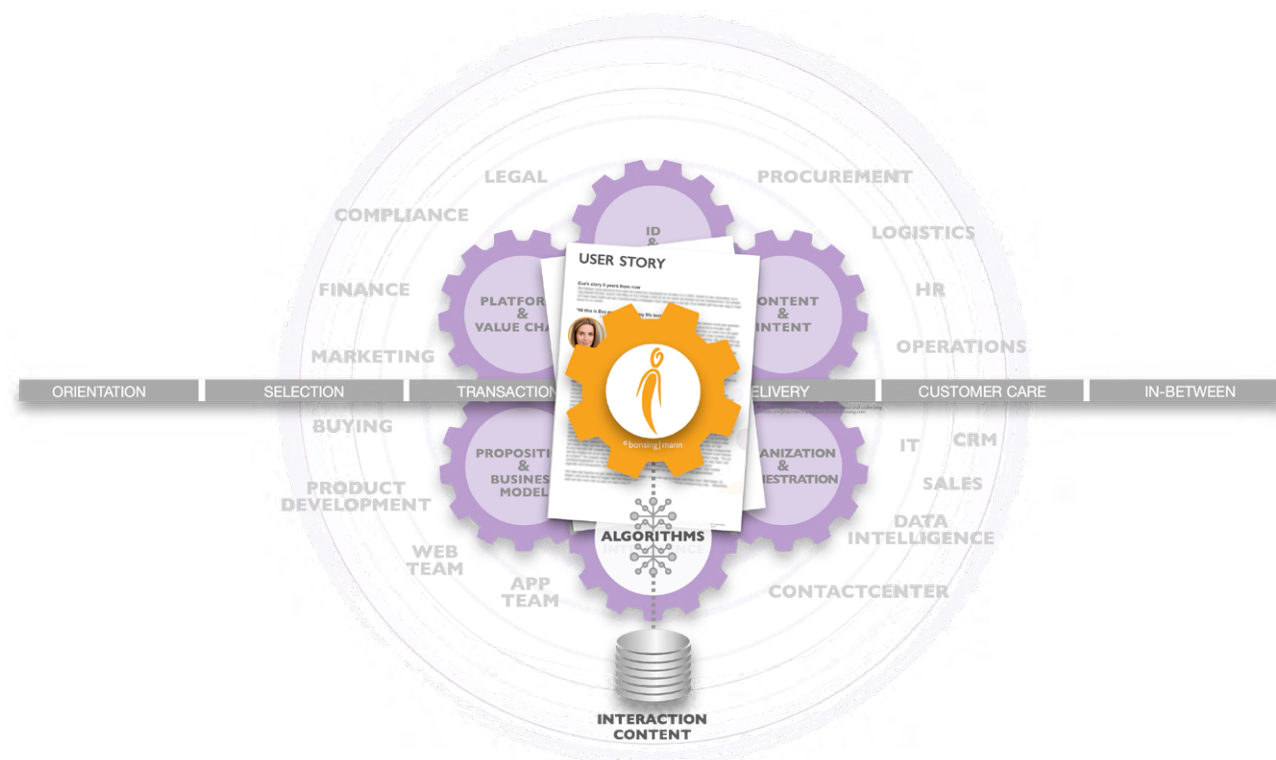
Create content and business rules for seamless experiences across all customer interaction stages, for new, repeat, and loyal customers.

#### 5 Personalize based on behavioral characteristics

Analyze customer orientation, interaction behavior, and emotional purchase motivation to create inspirational, functional, and engagement content elements. Create the algorithms to trigger them based on the customer’s profile and intent.

#### 6 Start differentiating on relationship levels

Create an IT and data intelligence structure that connects internal and external content and data sources to enable algorithm-based content targeting to individual customers in all channels in real time.



A user story, developed with the Intelligent Customer Interaction Gearwheel, details the customer experience, required content, business rules, and operational impact.

### The strategic impact of AI

AI enables precise targeting by segmenting customers by behavior, preferences, and intent. With AI-driven automation, businesses can create, personalize, and distribute large volumes of content, handling the complexity of real-time targeting at scale. This advanced personalization enhances engagement, loyalty, and competitive differentiation in B2B.”

### The practical application of AI

Begin with AI-driven behavior analysis to identify patterns for real-time personalization. Next, use AI segmentation to target customers based on purchase history, engagement, and more. Apply AI-based content generation and automation to produce and distribute personalized messages, achieving high-volume, cross-channel delivery.

### Inspiring examples

- RÖHM implemented an e-commerce strategy with advanced content targeting, engaging the whole organization.
- INDI, originally online-only, expanded to physical customer contact using personalized interactions, leading to rapid sales growth. Their approach shows how personalization across both digital and physical channels boosts customer engagement and drives growth.

### Technology framework

Intershop offers a practical approach to help customers develop their personalization and AI strategies. Additionally, they shared their vision on composable architecture, focusing on flexible infrastructure that connects core systems for content and algorithms with underlying databases. This set-up supports profile enrichment, segmentation, and data integration, enabling advanced personalization through a scalable, adaptable platform.

### Conclusion

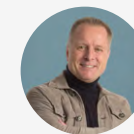
Design thinking transforms strategic ambitions into practical actions, creating intelligent, customer-centric engagement. Methods like the ICI gear wheel structure content and algorithm development engage all departments in creating AI-powered personalization. While technology creates increasingly advanced possibilities, this way of working empowers organizations to make it work.

### Take action

Explore design strategies and contact Intershop for support. Join our upcoming Frontrunners sessions—Measure and Manage—to share experiences and gain insights from other B2B leaders.

### We can help

Accelerate your journey toward AI-powered B2B commerce with Intershop’s custom sessions, strategic support, and hands-on hackathons. Contact us today to shape the future of your B2B e-commerce strategy with AI’s transformative power.



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