B2B
Frontrunners

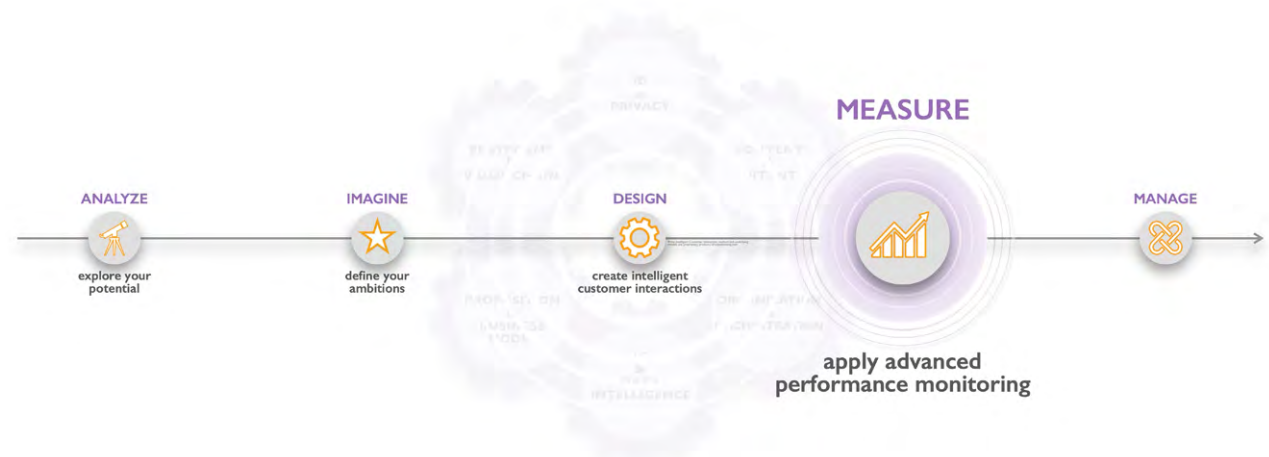# ADVANCED B2B COMMERCE: CATALYZED BY AI

Introduction

I'm pleased to present the fourth Action Paper in our Intershop Advanced B2B e-commerce series. This paper focuses on the Measure stage (Step 4), outlining a structured approach to performance monitoring that enables hyper-personalized intelligent customer interactions. By leveraging AI and analytics, organizations can create actionable inputs to continuously refine their strategies and drive measurable growth.

Drawing inspiration from Arjen Bonsing's Intelligent Customer Interaction models, practical real-world use cases, and Intershop's vision, this paper illustrates how data intelligence is the cornerstone for success in Advanced B2B commerce.

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

MEASURE

ANALYZE	IMAGINE	DESIGN		MANAGE
explore your potential	define your ambitions	create intelligent customer interactions	apply advanced performance monitoring	

Step 4: Measure

Driving measurable growth with advanced performance monitoring

The Measure step is pivotable in turning data into actionable. By setting measurable goals, visualizing customer interactions, and introducing real-time performance monitoring, businesses can gain the clarity needed to refine their personalization strategies. This structured approach ensures that every action connects directly to measurable outcomes, creating a foundation for sustained growth.

The "Measure" roadmap

The Measure roadmap outlines five practical actions to embed intelligence into customers interaction effectively:

1 Define short- and long-term measurement goals

Begin by translating strategic ambitions defined in earlier stages into clear, actionable KPIs. Start small with achievable objectives and expand as data analytics capabilities mature. These goals ensure alignment between organizational priorities and measurable data-driven outcomes.

2 Visualize interaction & defection flows

Use tools such as Sankey diagrams to map out customer interaction and identify critical decision points. This visualization helps teams spot drop-off areas and prioritize improvement efforts for better engagement.

3 Implement holistic performance monitoring

Develop a unified framework that integrates individual and strategic indicators. Start with available data. Teams can now establish baseline KPI's, identify gaps, and integrate functional and engagement metrics to assess their contribution to organizational goals.

**4 Introduce individual customer value indicators**

Use metrics like Lifetime Value, engagement frequency, and interaction data to create customer scorecards. These provide detailed insights into individual behaviors, allowing for personalized strategies and targeted adjustments.

5 Structure real-time performance management

Leverage AI-powered dashboards and automated reporting tools for real-time feedback on algorithmic and operational performance. This approach supports structured experimentation and ensures performance metrics remain dynamic and aligned with strategic objectives.

Strategic impact of AI

AI enhances the measurement process by automating data collection, enabling real-time insights, and identifying customer interaction patterns. It simplifies KPI tracking and enhances performance management systems. Looking ahead, AI will enable predictive modeling, scenario simulation, and dynamic metric adjustments to keep pace with evolving strategic goals.
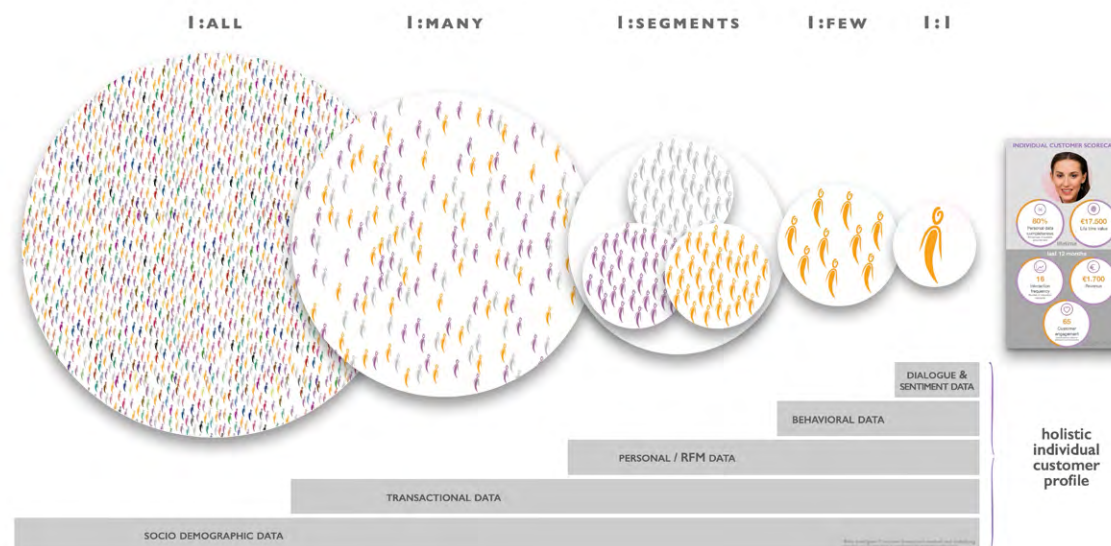
Measure: Driving intelligent customer interaction through evolutionary insights

Practical application of AI

AI tools like Microsoft Fabric, Tableau AI and AWS QuickSight streamline key measurement processes. They automate behavior analysis, KPI tracking, and real-time data visualization. These platforms support testing of scenarios, refine strategies efficiently, support scalable personalization and adaptation to customer dynamics.

Inspiring examples

- **SPARQUE.AI:** Showcased how their AI-solution drives smarter personalization and content targeting, unlocking measurable growth in B2B commerce.
- **LPMW:** Demonstrated how adopting a step-by-step data strategy and AI adoption supports ambitious growth objectives and deepens customer engagement.

Technology framework

- **Microsoft Fabric:** Empowers organization with conversational analytics integrated into tools like Excel, making advanced data insights accessible across all teams and organizational levels.
- **Intershop:** Embeds data intelligence into the core of their B2B commerce platform, enabling scalable personalization and intelligent decision making.

Conclusion

The Measure step bridges the gap between strategic vision and execution by turning data into a growth engine using hyper-personalized customer interactions. Through clearly defined goals, visualization of key flows, and AI- driven monitoring systems, businesses can continuously refine their strategies and deliver measurable success. This iterative process positions organizations as leaders in Advanced B2B Commerce.

Take action

Explore the principles outlined in this Action Paper and join the next session focusing on the Manage stage. Partner with Intershop to enhance your performance monitoring capabilities and unlock actionable insights for growth.

We can help

Intershop offers tailored workshops, strategic guidance and hands-on support, to help you navigate your unique challenges. Contact us today to shape the future of your B2B commerce strategy with AI.

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Customer Value Indicator: Monitoring performance at every level