



How to  
**measure**  
your **ROI** in  
**B2B e-com-**  
**merce**

## 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!

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10 value drivers that will convince your management

# Happy 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

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# Increased productivity

A mature e-commerce platform not only ensures higher productivity through clearly defined internal company structures, processes, communication channels, and responsibilities. Data that is networked across departments, stored centrally, and accessible in real-time at all times also ensures massive time savings while simultaneously increasing output. When front- and backend are fully integrated, repetitive data entry can also be eliminated, and tedious processes that require information to be exchanged via phone or e-mail are a thing of the past. In the warehouse, it is automated ordering and inventory processes, in production digitally controlled provisioning, and in purchasing, automated real-time information from other areas of the company that an e-commerce solution uses to create greater efficiency.

10 value drivers that will convince your management

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# Higher share of wallet

An e-commerce solution or digital B2B customer portal results in customers buying and spending more from you on average, which leads to higher revenue. For example, a customer portal allows you to collect data on your customers, target them personally, and offer them products and services based on their purchase history that are similar to or complement previously purchased ones – just like we all know from Amazon. This allows you to leverage previously untapped cross-selling and upselling potential and make buyers aware of new interesting products, which in turn can lead to complementary purchases. And the more often a customer buys from you, the more familiar he or she becomes with your customer portal. This familiarity, combined with a positive shopping experience, turns shoppers into repeat customers.

10 value drivers that will convince your management

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# Global growth

With an e-commerce platform, you can expand cost-effectively around the world. That's because you don't need to finance premises abroad or hire sales teams and other staff to sell your products. All you need is a modern e-commerce solution that empowers your commerce team to:

- add new regions, countries, brand stores, touchpoints, and customer segments quickly and easily – without costly and complex programming.
- 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

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# More reach through marketplaces

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 e-commerce platform supports both options, ensuring that your reach and sales increase with the help of a smart marketplace strategy.

10 value drivers that will convince your management

# Cost reductions

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In addition to the savings that come with broad improvements in productivity and efficiency, an e-commerce platform can also cut costs in other areas:

- Traditional marketing efforts can be digitized, reducing the need to print and saving paper for catalogs and traditional mailings – a plus for the environment.
- Automating a wide variety of tasks leads to a lower rate of human-made errors, which results in fewer returns. In addition, automated processes reduce the cost per customer contact.
- Similarly, an e-commerce platform can reduce order processing expenses.
- Electronic invoicing also saves time and money, not only for you but for your customers as well.



10 value drivers that will convince your management

# Better data for better decisions

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A sophisticated e-commerce platform or comprehensive digital customer portal with business intelligence capabilities extrapolates important KPIs automatically from the data it collects in daily operations. The results are presented on clear dashboards that can be customized to meet the diverse needs of individual users. This creates transparency that enables informed decision-making: A sales manager, for example, monitors current sales figures, views year-over-year growth on the same monitor, and jumps between a selection of display formats. Management looks at overall performance, switching between focus areas: Year-over-year comparisons, quarterly figures, sales by customer, product or company segment, international markets with growth forecasts, and much more. This allows for faster and more accurate diagnoses and correspondingly viable business decisions.

10 value drivers that will convince your management

# New customers

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With the help of a sophisticated e-commerce solution, your chances of attracting new customers increase. In fact, “89% of all buyers begin their customer journey online” (source: Think with Google, The Changing Face of B2B Marketing). You may even tap into market segments you haven’t seen before through your digital sales channel. Niche markets, in particular, suddenly become worthwhile because of the low cost per customer contact in the digital channel. If you also allow new customers to set up their own account in your digital customer portal, many other opportunities arise. You are then in a position to conduct market studies to find out which other market segments might be interested in your products. You can then reach these, for example, through social media, classic online marketing, and optimizations of your web offering (SEO, AdWords campaigns).

10 value drivers that will convince your management

# Better collaboration with customers and partners

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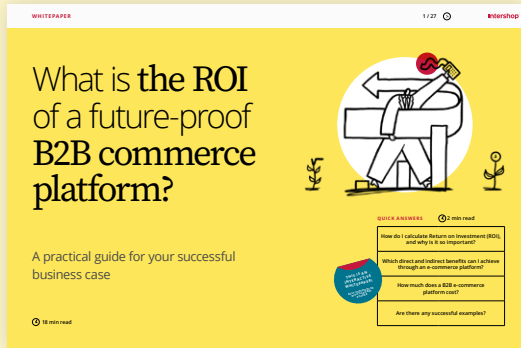
An e-commerce platform, which also functions as a digital customer portal, creates the prerequisites for improving the interaction with customers and business partners. All relevant data is bundled, connected and structured, so that customers, suppliers, and the company's own employees always find exactly what they are looking for and need. In this way, your e-commerce solution enables personalized shopping experiences, faster response times, automated cross-selling and upselling suggestions, a wide range of 24/7 self-service and after-sales functions for customers and partners, and even predictive maintenance and Industry 4.0 options that can lead to further massive efficiency gains.

10 value drivers that will convince your management

# More efficient sales and service teams

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Employees in the field, whether sales or service staff, have access at all times to central data stored there – behind a secure login – via an e-commerce portal. For example, they can view customers' purchase histories in real-time on their mobile devices during on-site appointments, access agreements such as discounts and payment terms, compare machines installed on the production floor, request spare parts at the click of a mouse, or call up catalogs and go through them together with the customer. All this streamlines sales and consulting processes, and customers also enjoy a personalized and efficient shopping experience, which in turn leads to positive perceptions and close customer loyalty.



## What is the ROI of a future-proof B2B commerce platform?

A digital sales channel comes with a wide range of business benefits, which in total generate more revenue and greater competitiveness. Learn how to invest right and achieve a quick ROI.

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