

B2B Commerce: Must-Have Features That Customers Will Love

BY CHRIS DALTON, CEO OF CLOUDCRAZE

Offering an outstanding online buying experience is a top priority for B2B organizations as customers shift online. In fact, the B2B eCommerce market is expected to reach \$1 trillion dollars by 2020. With the added pressure to decrease time to market, generate revenue, reduce costs and improve customer buying experiences, many B2B organizations are making the strategic decision to launch commerce in the cloud via Salesforce.

Delivering exceptional and efficient B2B commerce experiences across all channels and verticals is highly complex, and solving for those complexities is critical for brands that want to stay competitive in this changing landscape.

Each industry has specific needs. Brands must tailor the buyer journey to meet the needs of their specific industry and its respective customers. But strategies to sell, service, market and engage are very different for B2B companies and B2C brands—and even across various B2B verticals.

For example, a heavy manufacturer that makes commercial appliances such as refrigerators used in restaurants has very different commerce needs than an apparel manufacturer that sells shoes to branded franchisees. The heavy manufacturer's commerce site will need interactive product images and diagrams that show the full commercial refrigerators. These interactive diagrams can drill down to smaller replacement parts within the refrigerator with one click.

On the other hand, the retail manufacturer selling to franchisees will need guided selling features that suggest products and sizes based on the prior season's sales volume and any marketing promotions coming up, such as a global ad campaign for a certain sneaker brand.

B2B customers have unique business requirements. While each B2B vertical has its own nuances, there are several important capabilities that all B2B customers require that make servicing this industry vastly more complicated than B2C. While B2B buyers demand the same convenient, user-friendly customer journey they experience as a consumer, they have much more sophisticated purchasing needs, including:



Omni-channel account engagement. While consumers typically manage their own accounts in the B2C world, often whole teams are involved in B2B account and order management. Permissions and account experiences must be consistent across customer, sales and service teams. What's more, B2B sellers need account features that provide buying and budget rules, order history and contact management for seamless sales operations.



Storefront management. B2B organizations often have multiple business units which should all be accessible from a single platform. Online storefronts need to include microsites and customer branded experiences for each unique unit, while still remaining consistent across all channels.



Advanced pricing. There's no simple formula when it comes to B2B pricing. Often, buyer-seller agreements require the support of a variety of complex pricing options, from contract pricing, global price waterfall (or optimized pricing based on the business structure), and usage-based pricing to periodic payment terms and subscription management.



Guided selling. To keep customers coming back again and again, B2B brands must make the complex selling process less daunting with guided selling features that simplify the process by personalizing products and services to meet their unique needs. For example, if a company purchases a large piece of heavy machinery, the B2B site should automatically direct them to smaller replacement parts within the larger piece or additional tools they might need to install the equipment. This is why interactive diagrams are so popular in today's leading B2B commerce sites.



Payments. B2B buyers want the most convenient and intuitive payment process possible. An organization's commerce platform should provide them with access to payment features that support the complexities of B2B buying, such as order approvals, walleting, purchase orders, and invoicing presentment and payment.

B2B businesses benefit from a tight connection between CRM and commerce data. The commerce platform is a valuable channel to support traditional B2B sales teams. They rely on the commerce platform to facilitate regular transactions while they drive strategic interactions with their customers face to face. But the sales teams also need access to the online profile to push purchase suggestions and stay connected to the customer's online world. What's most important is understanding the 360-degree view of the customer—something that only a cloud-based commerce platform native to the CRM system can provide.

Although B2B customers share similar preferences with B2C in regards to the customer experience, the B2B commerce space is a different beast. Deploying B2B commerce on the cloud via Salesforce allows brands to leverage commerce and CRM data to help solve these challenges and fulfill each vertical's unique customer needs.

[Find out more from CloudCraze Commerce on Salesforce.](#)

About CloudCraze

CloudCraze delivers robust B2B commerce native on Salesforce that allows businesses to generate online revenue fast and easily scale for growth. CloudCraze delivers seamless interactions across Commerce, Sales, Marketing and Service Clouds for a 360-degree view of data that's 100% connected to the customer. With its trusted Salesforce infrastructure and core capabilities, the powerful, CloudCraze platform, provides infinite flexibility to extend functionality, add products and channels, and conduct billions of dollars in transactions anywhere. CloudCraze powers eCommerce for Coca-Cola, Adidas, AB InBev, Barry-Callebaut, Ecolab, GE, L'Oreal, Kellogg's, WABCO and more.