

# Build a Better Omnichannel Experience.

How to deliver a better commerce experience for your buyers — no matter how and where they buy.



# Omnichannel commerce is a popular B2C buzzword, but it's important for B2B, too.

On average, B2B buyers interact with 7.9 touchpoints before making a purchase decision, and that includes mobile websites and apps.<sup>1</sup> With the buyer's journey extending across more channels, the experiences that you provide at every stage must be consistently branded, engaging, and easy to use. This is where a comprehensive omnichannel strategy comes into play.

What is omnichannel commerce? If you sell through marketplaces like Amazon or Alibaba or through stores, distributors, or resellers as well as through your own website and mobile apps, you are an omnichannel business. Omnichannel selling can be complicated. Customers' buying experience can easily become fragmented and

inconsistent — and when that happens, they're hesitant to buy. To succeed, manufacturers must deliver what buyers are looking for: a fully integrated and seamless experience across all channels and devices.

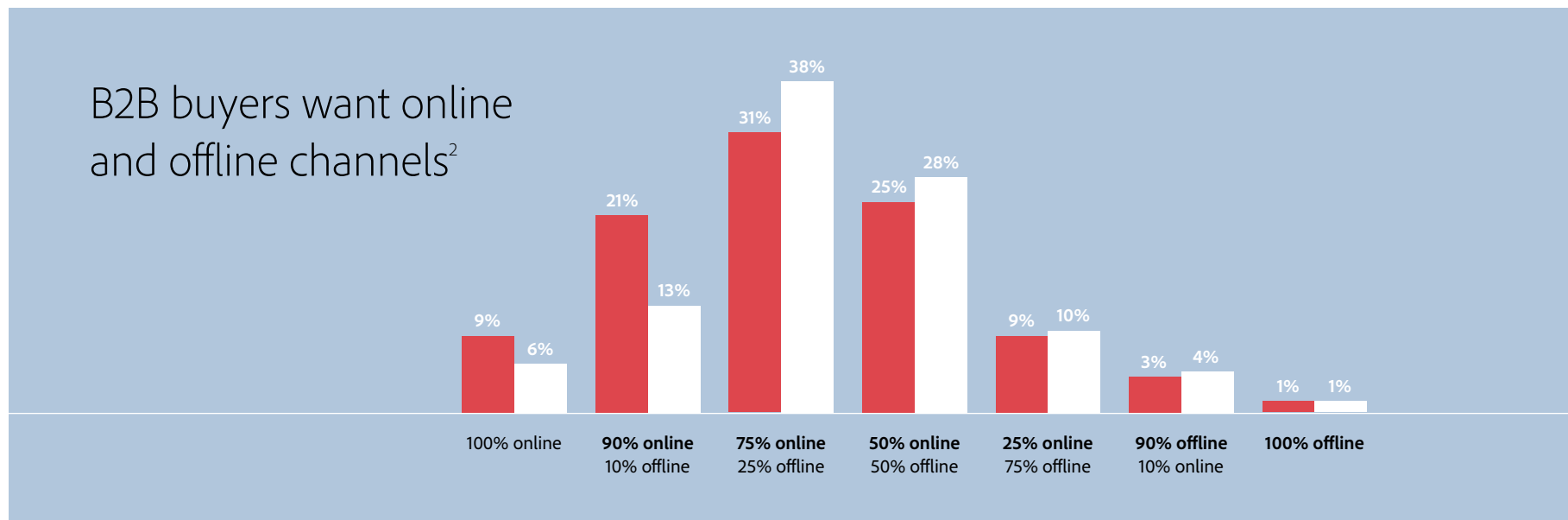
This eBook looks at how you can meet buyers where they are in the moment and effectively manage that experience across all your channels.

<sup>1</sup>"B2B and B2C Companies Can Face Similar Hurdles With Complex Buyer Journeys," Forrester, May 2019.



# Business buyers are asking for omnichannel.

According to a Sapio Research survey, B2B buyers strongly prefer to access multiple online and offline channels when they're researching and buying products. Moreover, one-third of business buyers are more likely to choose a vendor that offers the ability to place, pay for, track, and return orders online.<sup>2</sup>



□ **Actual:** What percentage of the products you buy are bought online vs. offline?

■ **Preference:** What percentage of the products you buy would you prefer to buy online vs. offline?

Offline includes email, phone, mail, face-to-face, and fax.

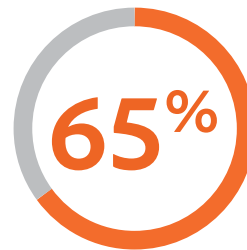
<sup>2</sup>The B2B Buying Process 2019 Report: How to Meet Buyers' Demand for Better eCommerce, Sapio Research, February 2019.

# How to deliver a better omnichannel experience.

**To meet customer expectations and keep pace with the competition**, it's critical to start improving your omnichannel experience now. Your omnichannel to-do list should include:

1. Upgrading your brand experience
2. Intelligently managing your inventory
3. Delivering accurate pricing, payment, and shipping options across channels
4. Providing universal visibility
5. Connecting all your channels
6. Improving your mobile experience
7. Selling through marketplace channels

Research by Accenture suggests that nearly 50 percent of B2B companies know that having a solid omnichannel strategy will help them differentiate themselves from competitors.<sup>3</sup> Moreover, 65 percent have integrated their online and physical channels to support the customer across all transactions.<sup>3</sup>



65% of B2B companies have integrated their online and physical channels



<sup>3</sup>On the Verge: B2B Digital Commerce Is at an Inflection Point, Accenture Interactive, 2018.

# 1. Upgrading your brand experience

## **B2B buyers may see your products on your website, in a marketplace, and on your distributors' websites.**

Inconsistent product descriptions and imagery confuse buyers who shop across all of these channels. If buyers who've shopped online see something different when they visit one of your stores, that too is confusing. You want your buyers to see the same high-quality content, images, and information every time they interact with your brand.

Providing rich, personalized product information throughout your customers' buying journey — from presales through actual

buying and post-purchase support — is critical if you want to keep buyers coming back. If a company makes no effort to personalize communications, up to 65 percent of its B2B buyers are likely to switch brands.<sup>4</sup>

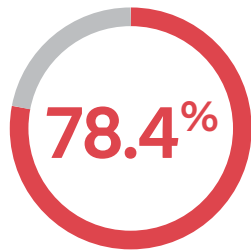
## **How can you do better?**

Making it easier for channel partners to access the latest product descriptions and imagery can help **keep your brand's message clear**. Auditing your products across all your channels can help you **be consistent at making a good impression** everywhere. And using both online and offline data to generate insights that help you **personalize the experience** can boost buyer loyalty.

<sup>4</sup>Ecommerce Trends report: It is also important for B2B companies to consider personalisation, Econsultancy, October 2019.

## 2. Intelligently managing your inventory

When you're selling through multiple channels, it's harder to manage inventory. If order and inventory data are stored in multiple systems, it can easily get out of sync. Worst case, you'll have conflicting information on your different sites.



**of US B2B buyers use Amazon to research and buy products.**

### How can you do better?

The short answer is to **display accurate product availability everywhere your products are sold**. To do that, you'll need to make sure all your channels — including marketplaces like Amazon Business — are connected with your eCommerce platform and your inventory management system.

You may also want to consider an order management solution that lets you pool and allocate your inventory sources. By looking at all your inventory together and assigning it to specific channels, you can make sure products are available for your highest-priority channels and buyers.

### DON'T FORGET THE MARKETPLACES

It's a fact of life. No matter how great your website is, some of your business buyers would rather buy through a marketplace. For example, 78.4% of US B2B buyers use Amazon to research and buy products.<sup>5</sup>

If you sell through Amazon and other marketplaces, you will need to factor them into your omnichannel inventory plan.



### 3. Delivering accurate pricing, payment, and shipping options across channels

Customers should experience consistent pricing, payment, and shipping options across channels. If you offer custom catalogs and pricing for buyers or channel partners, they should get the same negotiated configurations and rates whether they use the call center or purchase online. If you also have a direct-to-consumer (D2C) business, your D2C pricing should be reflected across the various channels and devices your target consumers use.

#### How can you do better?

**Make sure pricing, payment, and shipping options are accurately matched** to different buyer populations across all the channels they use. Integrating a price optimization solution can make it easier for you to refine and adjust your pricing to maximize profitability. Roughly 40 percent of B2B digital commerce sites already use price optimization algorithms to calculate and deliver product pricing dynamically.<sup>6</sup>

### 4. Providing universal visibility

Businesses that purchase your products want a single view of all of their buyers' orders across all channels. This lets them see how much they're spending overall, look for trends, and better predict their future needs. It also makes it easier for them to handle day-to-day tasks such as looking up old orders and invoices to address questions, preparing new orders, etc. A central archive — one where they can find everything — is highly convenient as well as efficient. But this kind of visibility isn't always the norm.

#### How can you do better?

Your account management dashboard should give your buyers a 360-degree look at their purchases through all channels. It should **include search and sorting tools** to help buyers find the right order quickly. It should also **include a variety of self-service reporting options** that make it easier for buyers to find the information they need on their own. When your account dashboard is really working well, that means fewer routine "where is my order" and "what did I spend" calls for your sales and customer service reps, so they can focus on adding value.

<sup>6</sup>Aquisdata Global Industry Snapshot, Ecommerce Software Industry, June 2019.

## 5. Connecting all your channels

Online and offline channels can sometimes act like separate universes. If you buy online, you may have to wait for delivery rather than picking up your order at a local branch or store. Or maybe you want to buy in store, but the product you're looking for is only available online. Either way, it's more work for both your buyers and your sales reps.

### How can you do better?

**First, allow buyers to buy online and pick up at your store or warehouse.** You can also provide in-store tablets or kiosks where shoppers or store sales reps can search for products that may not be available locally. (In retail, this is known as "endless aisle.") Sales reps who have quick access to buyers' recent online browsing and purchasing activity can make better recommendations both in store and online. **Finally, enable chat capabilities** that bring a traditional, real-time support experience to online buyers.





## 6. Improving your mobile experience

More of today's B2B buyers are researching and purchasing your products using smartphones or tablets. Already, **80 percent of B2B buyers use their smartphones at work** for work-related activities.<sup>7</sup> Building mobile into your omnichannel strategy can help you ensure the same quality experience is delivered across all devices. While mobile has traditionally resulted in lower conversion rates, a consistent omnichannel experience can improve that. When businesses deploy the latest in mobile design and technology to enable a seamless experience across devices, buyers are more inclined to finish on their PCs what they started on their smartphones.

### How can you do better?

**Progressive Web App (PWA) technology** can help you create a consistent, buyer-friendly mobile experience that is also extremely fast. Because PWAs are browser-based, you only have to develop one version for use on mobiles, desktops, and tablets. This is much more efficient and cost-effective than maintaining multiple web apps for different mobile platforms in addition to a responsive website. Plus, PWAs let you **deliver an "app-like" experience** by taking advantage of native smartphone features like push notifications to online buyers.



<sup>7</sup>Robert Archacki, Kate Protector, Gaby Barrios, and Nicolas de Bellefonds, "Mobile Marketing and the New B2B Buyer," BCG, September 2017.

## 7. Selling through marketplace channels

**Gartner estimates that 75 percent of B2B procurement spending will take place via online marketplaces within the next five years.**<sup>8</sup> Adding your products to third-party marketplaces like Amazon, eBay, Alibaba, and others can be a great way to reach buyers you might not otherwise connect with. Or you can build your own marketplace so that your buyers can buy multiple, related products in one place.

### How can you do better?

Marketplaces offer exciting potential for expansion and revenue growth. Though it has historically presented operational challenges in terms of integration and costs, new solutions are making it easier to access and take advantage of the emerging marketplace channel. For example, [Amazon Sales Channel](#) lets B2B sellers manage their Amazon product listings and inventory from the same dashboard they use for their eCommerce sites.

### ONE PLATFORM FOR ALL YOUR CHANNELS

**Magento Order Management (MOM) makes omnichannel manageable.** MOM can help deliver excellent experiences across all your sales channels. It does this with:

- **Intelligent order orchestration** — MOM manages all incoming orders and handles complex situations like split orders, back orders, etc.
- **Automated inventory sourcing** — MOM identifies the fastest and most cost-effective location from which to fulfill each order. It also keeps track of inventory levels and helps you avoid product-order mismatches.
- **Connecting online and in-store experiences** — MOM lets you give buyers the option of picking up their online orders in store. It also supports endless aisle, which allows in-store buyers to see and purchase products available elsewhere.
- **Centralized customer service** — MOM gives service reps a 360-degree view of each customer's activities across all channels. This makes it easier to manage returns and exchanges.

<sup>8</sup>Acquisdata, Global Industry SnapShot: Ecommerce Software Industry, June 2019.



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## KEY TAKEAWAYS

- Omnichannel commerce is beneficial for both B2B and D2C business models.
- The key to omnichannel success is a unified experience that's consistent across all your channels.
- Done correctly, omnichannel commerce can help buyers find exactly what they want — and then make buying it more convenient.
- To do omnichannel commerce well, you need intelligent order management and smart, automated fulfillment.

### ADOBE EXPERIENCE CLOUD

Leveraging deep customer intelligence, Adobe Experience Cloud gives you everything you need to deliver a well-designed, personal, and consistent experience that delights your customers every time you interact with them.

Built on the Adobe Experience Platform, leveraging Adobe Sensei machine learning and artificial intelligence, Adobe Experience Cloud gives you access to the world's most comprehensive suite of solutions across three clouds — Adobe Analytics Cloud, Adobe Marketing Cloud, and Adobe Advertising Cloud. And because it's from Adobe, it's integrated with Adobe Creative Cloud and Document Cloud so that the design of a great experience is inextricably linked to its delivery.

### ADOBE COMMERCE CLOUD

Adobe Commerce Cloud combines Magento Commerce with Adobe Experience Cloud, providing an end-to-end platform to manage, personalize, and optimize the commerce experience across every touch point.

### MAGENTO COMMERCE

Magento Commerce is a flexible, scalable commerce solution with integrated tools for managing, measuring, and optimizing every aspect of the commerce experience.

[magento.com](https://magento.com)



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