**EMAKINA** ✕ **SUPPORTING YOUR BUSINESS**

Digital Transformation in B2B Commerce

— Emakina's solution for B2B Commerce: a playbook for your digital transformation journey. How do you get online fast, how do you match and expand on the face-to-face interactions your customers are used to, and ensure that they remain loyal? How do you create efficient processes, while lowering your costs?
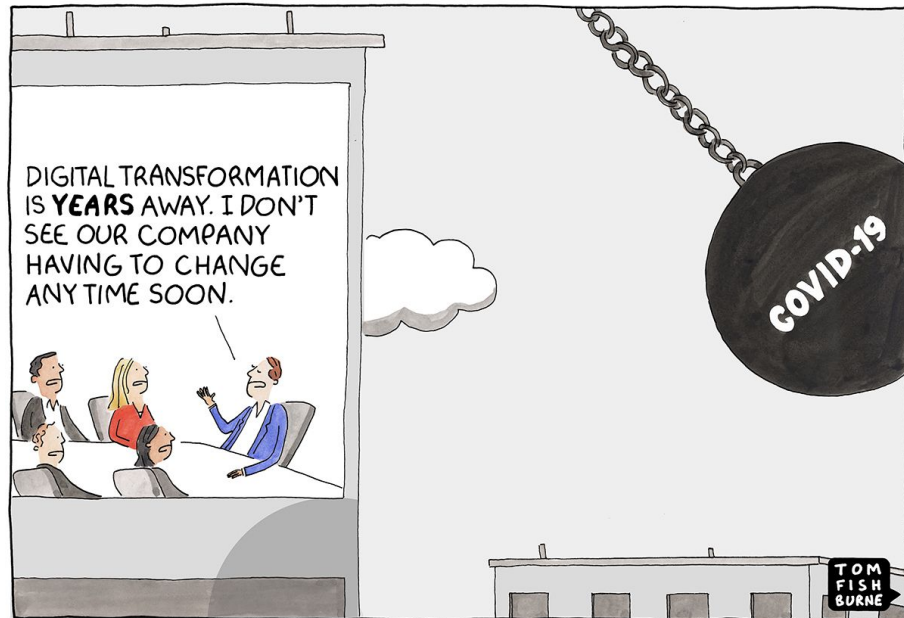
We're here to support.
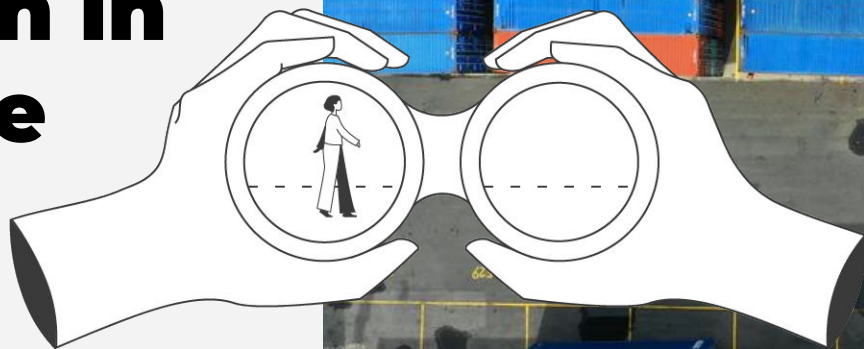
Introduction

If there is one thing that has become clear over the past months, it is that **digital transformation is a must**, in B2B commerce no less than in B2C.

Digital channels are vital to your business, and Covid-19 has only accelerated a process that was already happening. Businesses cannot afford to delay any longer.

As a B2B business, wherever you are on the path of digital transformation, you need to move forward. In this playbook, we show you how Emakina can help you to achieve your goals.

DIGITAL TRANSFORMATION IS **YEARS** AWAY. I DON'T SEE OUR COMPANY HAVING TO CHANGE ANY TIME SOON.

COVID-19

TOM FISH BURNE

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B2B Commerce Digital Transformation

Your next step depends on where you are on your digital transformation path:

➜ If you still rely on manual processes and offline channels for order intake, it is vital to quickly implement a **transactional order portal** to digitise this process.

➜ Once you have the basics in place, you should give your customers **self-service capabilities** such as order insight and automated re-orders.

➜ Improve further by **adding controlled flexibility to your processes**, to make sure you make the most out of your stock, supply chains, pricing, and delivery options.

➜ Look at your **user experience**. Customers' expectations in B2B are driven by their experiences in B2C. How can you meet and exceed these?
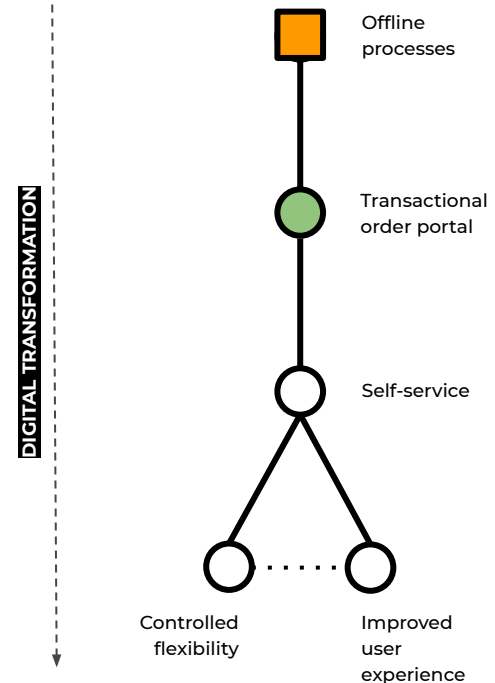
DIGITAL TRANSFORMATION

Offline processes

Transactional order portal

Self-service

Controlled flexibility

Improved user experience
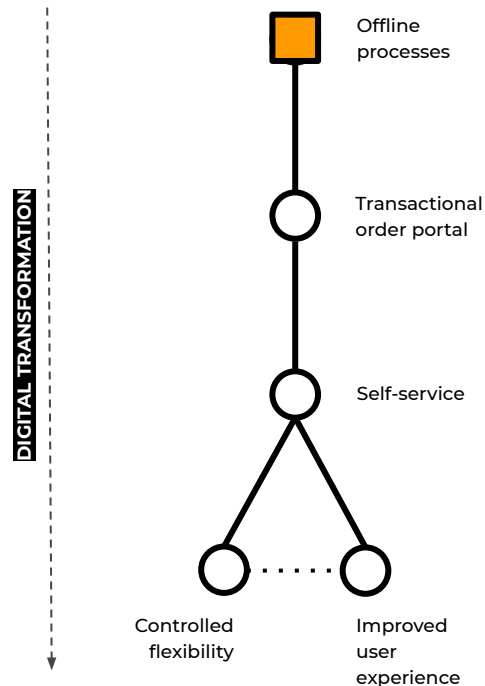
Transactional Order Portal

WHEN YOUR ORGANISATION...

➔ **Has an insufficient existing B2B ecommerce implementation**, with current processes likely to involve manual steps through many (offline) channels (phone, email, fax, excel, paper forms), and a dependency on sales reps.

YOU SHOULD...

➔ Quickly create a digital transactional channel where customers can place orders.
➔ Consider starting with for instance the long tail of small customers and/or simple orders (spare parts, consumables, ...)
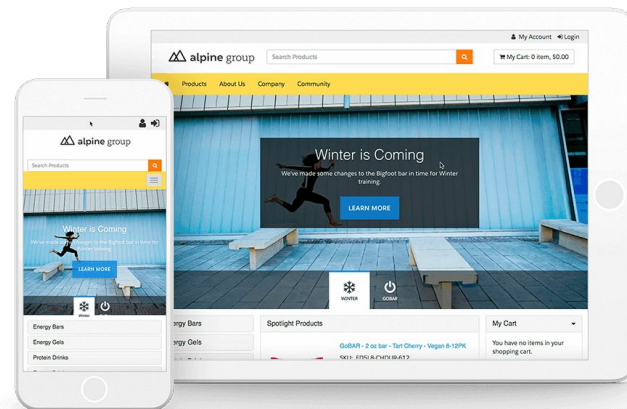
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BENEFITS

➜ A digital channel always open to customers
➜ Reduced workload for sales staff administering simple orders and basic tasks; fewer errors
➜ Reliability of automated listing and ordering
➜ Realtime data on sales and customer behaviour
➜ Automated integration with back end systems such as fulfilment, supply chain and compliance
➜ Increased transparency aiding initiatives such as improved sustainability and ethical sourcing

According to research by McKinsey, B2B sales leaders using digital effectively enjoy five times the growth of their peers who are not at the cutting edge of digital adoption*.
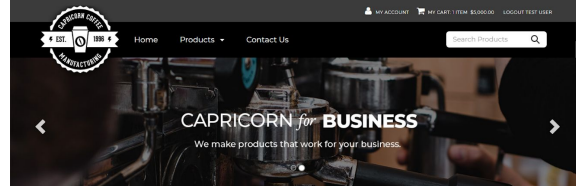
* https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/ when-b2b-buyers-want-to-go-digital-and-when-they-dont

Transactional Order Portal

HOW CAN EMAKINA HELP YOU?

➔ For B2B businesses dealing with insufficient ecommerce capabilities Emakina is providing **quickstart packages**:
  ◆ Using Salesforce B2B commerce cloud
  ◆ 5 or 12 weeks implementation time
  ◆ $99K-$195K including Salesforce licensing for first year
➔ Proven speed-to-market on multiple projects
  ◆ Friesland Campina: 8 weeks
  ◆ Bugaboo Retail: 11 weeks

Self-Service Portal

WHEN YOUR ORGANISATION...

➔ Has a basic transactional order portal in place, but **manual steps and contact moments with customer service** are still required to satisfy your customers' requirements during and after the ordering process.

YOU SHOULD...

➔ Add self-service capabilities to your order portal:
  ◆ Allow your customers to get full insight in their orders, invoices, and deliveries.
  ◆ Provide functionality for automated reordering and order subscriptions.
  ◆ Manage shipping addresses and invoicing preferences through self-service.
  ◆ Create service tickets and oversee warranties, returns, etc.

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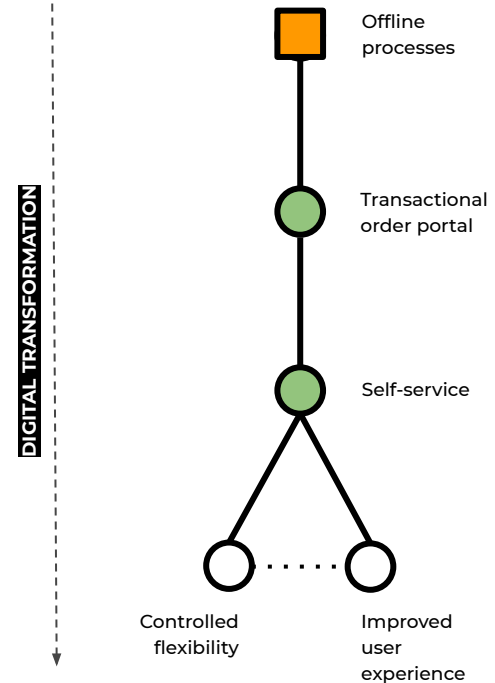
Self-Service Portal

BENEFITS

➔ Real-time insight for your customers in placed orders, track & trace, invoices, etc.
➔ Self-service capabilities are always available, no reliance on customer service opening times and capacity
➔ Automated re-ordering saves customers time
➔ Reduced workload for your customer service team

According to research by McKinsey*, 86% of B2B decision-makers said they prefer using self-service tools for reordering, rather than talking to a sales representative.

* https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/finding-the-right-digital-balance-in-b2b-customer-experience

Self-Service Portal

HOW CAN EMAKINA HELP YOU?

➔ Using standard features of your B2B Order portal and small customisations, self-service can be implemented starting at a cost of 20% of your order portal implementation cost while significantly reducing the load on your service desk.

➔ When using Salesforce B2B Commerce, a Partner Portal Community can be set up in weeks rather than months (and licensing is already included in Salesforce B2B Commerce).

➔ Self-service projects vary of course in milage, but tend to have an ROI of less than a year due to reduced sales interactions and lower error rates.

➔ For B2B businesses looking to increase the self-service capabilities of their B2B order portal, Emakina offers a free discovery workshop:
   ◆ What capabilities that your customers need is your platform lacking?
   ◆ How can these be implemented?
   ◆ What are the expected costs and ROI?
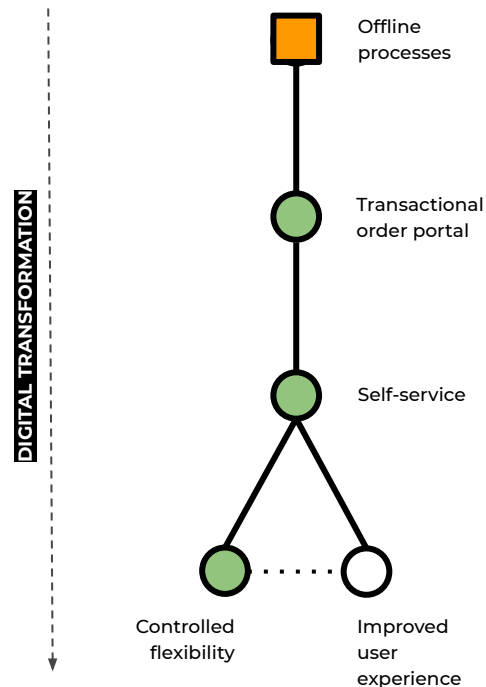
Controlled Flexibility

WHEN YOUR ORGANISATION...

➜ Has a B2B commerce solution in place, and no manual steps or contact moments with customer service are required to handle the ordering process.

YOU SHOULD...

➜ Look into **expanding beyond the processes determined by your ERP**, and add functionality that will add value for yourself and your customers, for example:
- ◆ Consider an order management system to handle efficient allocation, order modifications, RMA, and drop shipment returns.
- ◆ Provide inventory information and associated delivery times to your customers; control the inventory you offer to specific customers.
- ◆ Optimise your pricing based on data analytics.
- ◆ Extend delivery and payment options.
- ◆ Allow customers to order for multiple stores at once.

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BENEFITS

➔ Make the most out of your stock, supply chains, pricing, and delivery options to suit the needs of your customers and optimise your top line.

➔ Process orders more quickly, allowing you to handle a higher volume or orders.

➔ Adapt quickly to changes in the market by changing shipping options, inventory allocation or order allocation logic.

➔ When the right building blocks are in place, it becomes easy to fine-tune your processes with relatively little effort.

According to McKinsey*, companies can substantially raise customer satisfaction scores through improvements in operational performance. These improvements can lower customer churn by 10 to 15 percent, increase the win rate of offers by 20 to 40 percent, and lower costs to serve by up to 50 percent

* https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/finding-the-right-digital-balance-in-b2b-customer-experience

Controlled Flexibility

HOW CAN EMAKINA HELP YOU?

➔ Do customer research to find out what your customers need, and what additional flexibility would benefit them.
➔ Use a data driven approach (monitoring & reporting) in order to align stakeholders and make informed decisions
➔ Make a cost-benefit analysis of potential solutions such as an order management system. What is the net effect of more flexibility for your customers, and better streamlined order flows, compared to the TCO of an OMS?

➔ For B2B businesses looking to increase the flexibility of their commerce processes, Emakina offers a free lightning workshop.
➔ This is a compressed design sprint, aimed at answering the following questions:
  ◆ What areas can be improved? What will be the added value?
  ◆ What features and functionality can contribute to these improvements?
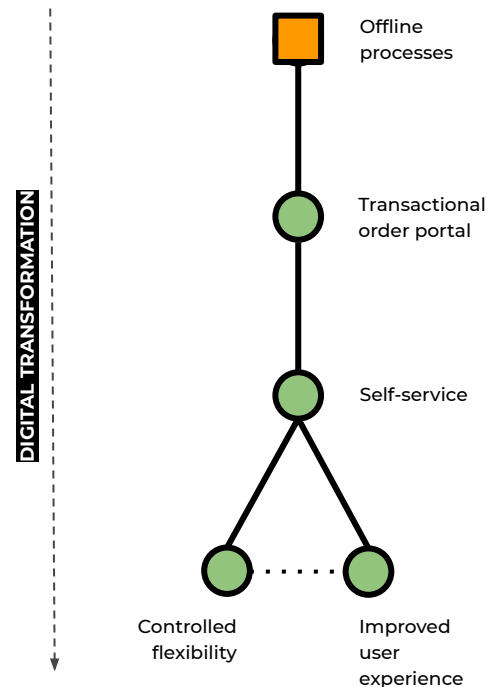 ◆ How can these be implemented?

Improved User Experience

WHEN YOUR ORGANISATION...

➜ Has an efficient B2B commerce solution in place, which you are looking to improve further.

YOU SHOULD...

➜ Consider the user experience you are offering your customers. Customer expectations in B2B have grown over recent years due to B2C experiences: every B2B shopper is also a B2C shopper.

➜ Determine how you can leverage your processes, systems, and supply chains to **satisfy your customers *without introducing uneconomic promises***: not every B2C trend is necessarily effective in B2B

  ◆ Instead of next day delivery, provide accurate plannability of orders.

  ◆ Instead of a 'rich product experience', focus on fast access to specifications and documentation.

  ◆ Instead of seasonal sale discounts, add tiered pricing.

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Improved User Experience

BENEFITS

➔ Make informed choices that add value in your B2B commerce process - do not blindly copy B2C features.
➔ Meet and exceed the expectations of your customers, by providing them an optimal service and experience.
➔ Benefit from B2C learnings to improve your ecommerce revenues.
➔ Make the most of your existing systems and processes.

In a poll of 560 B2B buyers*, the top 3 user experience improvements respondents wanted were easier and faster checkout (27%), easy repeat ordering (27%) and quicker delivery and improved tracking (26%).

* https://www.sana-commerce.com/b2b-buying-process-2019-report-how-to-meet-b2b-buyers-demand/

Improved User Experience

HOW CAN EMAKINA HELP YOU?

➔ With 12 years of B2C Commerce experience, we can help you to separate the wheat from the chaff: which B2C trends are there to stay? Which ones make sense in your B2B context, and which ones don't?

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  ◆ What features and functionality can contribute to these improvements?
  ◆ How can these be implemented?

EMAKINA

WE'RE HERE TO SUPPORT.
LET'S GET STARTED! CONTACT US.

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