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B2B BUYER EXPERIENCE ESSENTIALS BOOK

Tips to Manage the Customer Journey:
Optimize Engagement & Support

Businesses must understand and deliver on the demands for unique experiences across every phase of the buying experience – and clearly demonstrate the value they can bring through targeted engagements and data-driven offers.

The ability to collect, harness, and meaningfully apply data to future customer engagements, marketing, and offers is a critical business differentiator. Are you considering the variety of ways to use data to your buyer's and business's advantages? **This Magento Short Guide offers:**

- ⊘ Tips to harness helpful data attributes
- ⊘ CRM-enhancement strategies
- ⊘ Turnkey segmentation trends
- ⊘ Must-have metrics and qualifiers

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Which buyer attributes and data points are proving to be the most valuable in driving improved engagements and offers?

DOTMAILER

Sharing and forwarding data is something we're often highlighting to our customers. It may not seem significant, but these guys are helping you generate new, engaged contacts. Maybe they're forwarding the email to a friend or sharing on social, either way, they're spreading the word about you. Keep a close eye on sharing rates to discover which articles and offers get shared the most. This insight can help you plan future campaigns.

ECHIDNA

Personalized site pages, from geographically targeting to including recommendations on the home page is extremely popular in B2C and has been started being utilized within B2B with great success. People love to be guided as to what they should purchase or shown items relevant to their location. It may not work in every B2B organization, but for those that can offer it they should put it at the top of their to-do list. Minding replenishment and reorder needs can help trigger personalized emails to foster sales.

SILK SOFTWARE

Personalization has become an increasingly vital strategy to boost customer engagement and create a more buyer-specific experience. We recommend starting with an email campaign

focused on onboarding new buyers to your eCommerce store. Once the buyer is familiar with your product suite and website, use external third party tools to recommend products based on their specific behaviors and buying patterns. Magento segmentation tools with the ability to present customer specific pricing and products, is a great starting place. CRM is starting to become a mechanism for more targeted campaigns.

How can businesses harness Customer Relationship Management CRM tools and strategies in developing and maintaining loyalty?

BLUE ACORN

Engaging customers with timely and personal interactions is a big ask from any staff. Ongoing personal communication, email newsletters, social media updates—automating these actions is where a CRM can shine. Whether or not the CRM is the platform that actually facilitates the interaction or not is less important than each touchpoint being recorded into a single repository. This consolidation of interactions with the consumer is how an organization develops a common picture of who their customer is and what they expect.

As the CRM collects customer data throughout the buyer journey, the sales and marketing team can adjust their messaging and communications based on the buyers' needs and preferences.

BRITESKIES

We stress the importance of CRM-focused workflows to our clients by recommending various ways to use a CRM integration to support

buyer loyalty. Leveraging a CRM helps to better understand a customer's segment and then present them with relative information. One of our clients sells a physical therapy product in both a B2C and B2B sense: to athletes as well as to therapists looking to pass the product on to their patients. We recommended that they provide ways to use the product depending on the customer profile. Understanding the demographic of a customer and presenting them with corresponding content would be a great use of a CRM and personalization. Another client has plans to use a CRM to segment and better understand the personas of their users to not only provide them with applicable content, but the right person to contact for any of their issues. This client will also be able to automate reordering and maintenance schedules, which should drive customer loyalty.

DHL

Synchronization of logistics operations is critical for success in cross-border B2B eCommerce. Business customers want speed, reliability, traceability and convenience in delivery with an effective product returns and exchange policy for damaged items/products. Technology solutions nowadays provide orchestration via an add-on service or an application that is hosted on the B2B eCommerce website.

The open standard in these applications facilitates information exchange that can enable real-time visibility for a seamless integration across supply chain stakeholders. For those companies looking to build flexibility into their networks to either address ad hoc demand or differentiate based on a faster speed to market, international express logistics companies or integrators can also support B2B companies with direct and rapid door-to-door access to overseas markets even for smaller batch volumes, providing better conversion rates of latent demand and the opportunity to differentiate with

a premium service offering. They also provide a number of additional indirect benefits related to an eCommerce offering, such as:

1. Providing credibility and building trust for transactions between companies involved in that supply chain.

2. Minimizing possible financial risks by enabling more reliable, safer payments systems including tracking and tracing of products.

3. Offering a global network of local partners and consultants with the expertise and local knowledge to support companies in understanding the specifics of targeting overseas customers and navigating across borders.

DOTMAILER

Make your welcome program work for you. Widely considered by industry professionals to be the most important automation in the marketer's armory, its success rests on the initiation of the customer relationship and the ability to influence future perceptions.

Strategize your welcome series to harvest data for future personalization. Think about the information you'll need to ask subscribers to make their long-term journey highly relevant. Data – such as job role, company type and business objectives – can help B2B marketers transform communications into relevant experiences that forge meaningful connections. Inviting subscribers to complete a preference center form as one of their first actions will get your relationship off to the best start.

Wholesale hair and beauty supplier Ellisons has a tight focus on retention. The brand rewards customer loyalty by sending exclusive offers, tempting those all-important repeat orders. Data from the company's eCommerce integration automatically feeds into the dotmailer platform.

From there, the brand's automated loyalty program sends tailored communications regarding offers, points and exclusive perks. This rewarding approach to customer loyalty builds brand advocates and induces that all important FOMO factor.

FPX

Sellers are able to establish workflows within their CRM to nurture prospects that require additional support when configuring personalize products and services. These more complex, high-consideration purchases are often not completed through self-service engagements. Rather, sales representatives and customer service must help facilitate the engagement by co-creating the solution with the help of the customer providing requirements. Configure, Price, Quote (CPQ) can then leverage guided buying/selling capabilities based on rules to ensure the correct product is configured to spec quickly and easily. With assistance in configuring a product/service, the customer gains insights into value-adds provided by the seller, as well as an overall improved experience blending digital self-service mediums like eCommerce with the human touch of direct sales.

i95DEV

Provide consistent support across channels (including offline) – B2B customers today are caught between the ease of online support and the personal attention of offline support. Give them the best of both while ensuring a consistent experience across channels by integrating your disconnected systems like eCommerce, CRM, and more.

NOSTO

Customer retention and follow-up orders is crucial in B2B. Establish automated processes around price and quote negotiations tied directly to the back-

end. Also, B2B marketing begins with retention and is followed up with acquisition; so rather than execute a B2C-esque FOMO campaign, consider a thought leadership strategy to drive visibility.

WEIDENHAMMER

Use personalization and segmentation based on browse behavior, buying patterns, category affinities to provide a curated experience. A new trend we are seeing in our B2B clients is using their customer data to drive unique promotions based on customer segments. We are also seeing an increase in the use of automated marketing platforms like dotmailer and Emarsys to drive retention, up-sells, cross-sells and repeat purchases. The easiest route for analyzing your buyer behavior is leveraging Google Analytics combined with your eCommerce/CRM data. Your eCommerce/CRM could all come from Magento. Magento Business Intelligence has given our clients a head-start in their data-driven decisions.

> ## What are the must-track metrics and qualifiers for B2B businesses that help improve buyer engagements?

BLUE ACORN

With the Google Analytics funnel visualization tool, you can see an overview of your funnel based on the goal selected and spot the problem areas where customers are dropping off.

Surveys allow you to identify trends and patterns without sorting through all of your customer data. You can segment your surveys between first-time shoppers and repeat shoppers, or based on buyer

personas. CRM data will give you a more holistic view of your customers and their behaviors. Using your CRM data, you can identify high-value customers, customer pain points, buying habits, location, AOV, purchase frequency, device usage—all of which can be used to create a personalized customer experience.

BRITESKIES

There is a seemingly unlimited amount of customer data available to business owners that can be used to improve insights and deepen relationships. It's important to consult the usual suspects: site analytics, order history, past purchase and browsing history, cart abandonment, etc. But all of those simply help you get a better reading on your customer. Our favorite source of information not only gives you those customer details, but allows your customers to find critical information themselves: ERP data. Employing an ERP system allows your customers to share specific data online instead of them having to contact your customer service team. As we've stated before, your site needs to be easier and more beneficial to use than making a phone call. By allowing your customers to access their information anytime, anywhere via an ERP integration, they can have an easier and more informative shopping experience.

CLASSY LLAMA

First of all, make sure to have thorough and accurate analytics on your digital platform. If possible, correlate these with specific buyer information to identify the specific paths through the digital process that customers are taking and identify where they may be having issues. If you can combine these analytics with other internal business data you have using a business intelligence platform, that will help provide a holistic view of your business behavior and identify the best opportunities for improvement.

Second, acquire whatever market research you can on your customer demographics and buying patterns and use that to help inform how your digital experience is targeted.

DOTMAILER

Opens, clicks and conversions are the most popular metric to measure, mostly because they're the easiest to track. But to get a more comprehensive view of how engaged your customers are, it's important to take a deeper dive into your engagement data. To get the most accurate results, you'll need to make sure your email platform is integrated with your web analytics.

FPX

Businesses need to track a variety of metrics beyond simple solution reporting to deliver value to buyers and deepen relationships:

1. **Average order value:** By tracking AOV, sellers can better assess the effectiveness of cross-sell/upsell features and updates to buyer portals through eCommerce.

2. **Profitability per order:** By assessing the average net income on a per-order basis, businesses can assess how to scale their marketing spend and other investments.

3. **Length of sales cycle:** By determining the average time required to close a sale, businesses can gather insights into long-term revenue modeling and planning as well as insights on how to accelerate the sales cycle through content/marketing/new sales technologies.

4. **Cross-selling/upselling:** Tracking sales from promotions aimed at specific personas or featuring comparable or premium products allows firms to attach leads to increased AOV.

i95DEV

The web analytics system (like Google Analytics) helps you understand visitor behavior – where they come from, what they see, how they see it, etc.

The eCommerce system helps you understand your visitors' shopping behavior – who is your customer, what they buy, what is not selling, popular promotions, etc.

The CRM system helps you better understand your customer across multiple channels – their behavior across other channels, top concerns, payment history, etc.

The data from the ERP system completes the picture by helping you understand the operations and supply side of the business.

JASPER PIM

The key is to leverage multiple tools in order to gain the full picture of your buyer engagements and where operations are dropping off. Unfortunately, no tool gives you all the answers, but rather gives specific insights it was designed to provide. We highly recommend reviewing data from web analytics, ERPs, shipping/fulfillment solutions, eCommerce platform and CRM system to help you understand not only audience behavior, but also if there is a disconnect in your overall operations.

However, if you're looking for specific data points to begin drilling into and buyer-specific questions to ask, we'd recommend starting by looking at top/bottom performing pages. Analyze how those products are/aren't being displayed/promoted/and so on. Also, who are your top/bottom buyers? Why are they your top/bottom buyers? How do you reward/encourage them? Who are your most loyal advocates using your rewards program? Do they become spokespeople in your community? Do you select them for a case study or spotlight on social? What about a customer round table to help gain feedback about your brand's experience

overall (e.g., website, support, emails, promotions, community, etc.)? Who contacts support the most? What are the top issues? How can you get them solved and loop back with shoppers to let them know it was addressed?

This list goes on. This should not overwhelm, but rather inspire. There is always a way to improve.

PUNCHOUT CATALOGS

We are seeing customers drive tremendous value from behavioral analytics. Watching how and when users interact with the site, what paths they follow, the latency / speed through different processes....all of these behavioral experiences help our customers to continually evolve their eCommerce experience.

About Magento Commerce

Magento, an Adobe company, is a leading provider of cloud commerce innovation to merchants and brands across B2C and B2B industries and was recently named a leader in the 2018 Gartner Magic Quadrant for Digital Commerce. In addition to its flagship digital commerce platform, Magento boasts a strong portfolio of cloud-based omnichannel solutions that empower merchants to successfully integrate digital and physical shopping experiences. Magento is the #1 provider to the Internet Retailer Top 1000, the B2B 300 and the Top 500 Guides for Europe and Latin America. Magento is supported by a vast global network of solution and technology partners, a highly active global developer community and the largest eCommerce marketplace for extensions available for download on the Magento Marketplace.

More information can be found at **www.magento.com.**

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