

# THE ESSENTIAL B2B ECOMMERCE CHECKLIST 2021



## INCREASE SALES

### Increase average order values with quantity based pricing

With the correct B2B functionality you can expect higher Average Order Values (AOV). Encouraging customers to purchase larger quantities less frequently increases your profitability, whilst delivering better value to your customers.

### Empower your sales team with a comprehensive sales order processing screen

Your online product data and promotions can often be more advanced than what is available to your staff within your internal sales order processing system. This feature can be used to improve your sales process, allowing tele-sales and remote staff to process sales and decrease your cost of sale.

### Increase sales and attract new customers with an advanced promotions engine

Quickly and easily target specific customers or groups with intelligent personalised promotions. With automatic identification of products that are on promotion your customers can easily take advantage of your offers.

### Increase margins using location and customer powered dynamic pricing

Larger clients often have staff purchasing from many different geographic locations but require all orders to be charged to a single account. The TrueCommerce B2B platform supports multiple price lists for a single account and can display and charge different prices for the same item depending on the user logging in or the location they want the items shipped to.

### Enable your largest customers with punchout integration

Comply with your larger corporate clients' requirements with punchout, a specialist B2B feature which reduces administrative costs for both parties. Punchout seamlessly links your B2B offering to third party procurement systems allowing buyers to browse and add products on your website and complete the purchase via their procurement system. Save your customers 10% on doing business with you, without reducing your prices.



## REMOVE THE BARRIERS OF DOING BUSINESS

### Attract enterprise customers with comprehensive approval workflows

Remove the need for offline authorisation processes with a comprehensive set of procurement and purchase controls which enables your customers to have an efficient purchase approval process. With spend limits that can be set across buyers, departments and locations and the ability to setup multiple levels of sign off approval, your customers can seamlessly manage budgets and the authority to buy a product.

### Give greater financial control and visibility to large customers

When dealing with blue chip companies or multi-national corporations, a structured account hierarchy which can be managed online can be a compelling cost saving feature. Empower your larger customers to allocate purchases to specific departments, regional offices, cost centres or ship to addresses with the advantage of being able to set and seamlessly control budgets as well as report on expenditure.

### Facilitate more orders with quotation functionality

If your customers frequently request quotations having the ability for them to do this online provides an improved customer experience whilst saving you time, money and freeing up your sales team for more valuable tasks. With full control over which customers can request a quote, as well as setting parameters based on quantity or value, allow customers to manage and submit quotes with a simple one click conversion to sales order.

### Scale your business with multi-lingual capabilities

Expand your reach in a cost efficient manner, secure greater sales volumes and gain a competitive advantage by making your product information available in multiple languages. Demonstrate that your business is capable of working and dealing in international markets.

# INCREASE CUSTOMER LOYALTY



## Increase customer loyalty with customer centric dynamic branding

A specifically branded site for a key customer or group of customers can quickly increase customer loyalty and spend. With the white label multi-site feature quickly create new sites, brand and style them differently and enable/disable features and functionality to best fit their requirements. All of this can be done in minutes.

## Establish closer trading relations with your most valued customers by implementing Single Sign On

Oauth2, a single sign on technology used by leading technology companies such as Microsoft and Google, is built into the TrueCommerce solution. By implementing Oauth2 into your public facing websites ensure customer data is centrally maintained in one place, avoiding unnecessary multiple logins for the same customer.

## Make your eCommerce store bespoke to each visitor with customer Specific Pricing and Catalogues

Provide your customers with products and pricing that is relevant to them, so they always get the best online experience. Specific customers can have entire product ranges and the associated pricing catered towards them, speeding up the buying process and resulting in increased sales and loyalty.

