



# GUIDE

# The B2B eCommerce Adoption Guide

A PLAN TO GET YOUR BUYERS TO PLACE ORDERS ONLINE

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# INTRODUCTION

It's estimated that by 2017, [56% of all B2B purchases will be completed online](#). To remain competitive in the face of such numbers, manufacturers and distributors across the globe are moving quickly to put online ordering portals in place.

While suppliers who have already chosen to implement B2B eCommerce clearly understand the benefits of online ordering—including increased order accuracy, faster fulfillment, and lower costs to serve customers—buyer adoption sometimes lags behind.

And we can't necessarily blame them. Many B2B suppliers have customer ordering practices that have been in place for decades, and buyers get comfortable with these methods, even if there are better alternatives available. Moving your buyer online can be a fight against complacency, but thankfully, with some careful planning, tailored messaging, and consistent monitoring, this can be overcome.

This guide will offer tips and strategies to improve your current B2B eCommerce adoption rate. If you haven't yet launched your B2B eCommerce portal, the guide will walk you through everything you need to know to optimize for a high adoption rate right out of the gate.

## You'll learn:

- Why improving your adoption rate is important to your business.
- The adoption metrics you should be tracking.
- The gold standard B2B buyer experience you should be shooting for, and how it influences adoption.
- The steps to a successful launch of your B2B eCommerce portal.
- How to drive ongoing usage of your portal.

While manufacturers and distributors are investing in B2B eCommerce sites often in direct response to customer expectations and desires for online ordering, breaking old habits in practice will require a thoughtful approach. Ultimately, making the transition to online ordering as easy as possible for your customers and your internal staff will allow your organization to realize the many benefits of B2B eCommerce that much faster.



# WHY ADOPTION MATTERS

Outside of the obvious reason of wanting to see the ROI of your B2B eCommerce investment, it's useful to spend a few moments understanding why it's worth putting time and energy behind adoption efforts.

## B2B eCommerce adoption is a top priority because:

- 1** An omnichannel customer is higher value than a single-channel customer.  
According to a [survey conducted by Accenture and Forrester Research](#), 72% of respondents agreed that omnichannel customers are substantially more valuable, with 51% saying that these customers have a higher lifetime value.
- 2** Usage of your B2B eCommerce portal drives more revenue.  
This can be attributed to:
  - **Greater product discoverability.**  
The self-service nature of online ordering gives buyers the opportunity to discover, research and buy new products they may not have been aware of previously. This drives up average order value.
  - **Expanded customer reach.**  
Online ordering gives the remote or smaller customers that don't frequently get visited by your reps the chance to place more orders. It also opens up new regions that you may not have been able to serve previously.
  - **The always-on nature of B2B eCommerce.**  
With 24/7 access to product information and a means to place orders, buyers no longer have to wait on your business hours to get what they need. They also won't be forced to go with your competitor (who may be available to receive an order when you aren't).
- 3** Online ordering is becoming table-stakes for success in manufacturing and distribution.  
Failing to invest in this technology in the near term will result in lost business. Furthermore, manufacturers and distributors with the [most compelling buyer experiences](#) will become preferred vendors. **It is imperative that you build a foundation of omnichannel customers before your competitors do.**

# ADOPTION RATES: WHAT TO TRACK

## GLOBAL ADOPTION RATE

While the adoption rate you should be optimizing for depends on the exact needs of your business, start simple.

**The Global Adoption Rate is the best representation of the true state of B2B eCommerce adoption in your business.** To calculate:

$$\text{GLOBAL ADOPTION RATE} = \frac{\text{TOTAL \# BUYERS PLACING REGULAR ORDERS ONLINE}}{\text{TOTAL \# BUYERS INVITED TO YOUR PORTAL}}$$

The global adoption rate is the most comprehensive, because it takes into account both:

- The **quality of your marketing efforts** in driving awareness and registration on your portal.
- The **quality of your buyer experience** in driving repeat usage of your portal.

*In order to improve your global adoption rate, you will need to improve your marketing efforts, your buyer experience, or a combination of the two.*

## OTHER ADOPTION RATES

A few other peripheral adoption rates to track:

- **Registration Rate.** Your registration rate is the percentage of your invited customer base that has registered a login account for your B2B eCommerce portal.

*This is an indicator of both how effective you've been in driving awareness of your portal and/or your customers' general interest level in placing orders online.*

- **One-Time Adoption Rate.** The one-time adoption rate is the percentage of your total invited customers that have placed at least one order through your B2B eCommerce portal.

*If your one-time adoption rate is much higher than your global rate, it's likely the case that your customers do not find the user experience of your portal to be satisfactory.*

And finally, if the majority of your revenue comes from a defined number of key customer accounts, you should calculate your:

- **Key Account Adoption Rate.** The key account adoption rate is the percentage of your key accounts that are placing regular orders on your portal.

*Specific effort should be focused on improving your key account adoption rate for maximum impact on your business.*

# B2B ECOMMERCE ADOPTION OVERVIEW

## A NEW SYSTEM

General software adoption involves a changing of habits from one workflow to another. When it comes to online ordering, you are either asking your buyer to switch from:

- A collection of **manual order submission** practices, including phone, fax, and email.

OR

- A **legacy online ordering platform**, typically one that was built in-house. (Note, while this scenario is less common, low buyer adoption is one of the biggest reasons suppliers upgrade their online ordering platform, often to a SaaS solution).

Regardless of which of the above listed scenarios your company falls under, the same principles apply. You will need to notify your buyers of the change, make sure they know what's in it for them, and train and potentially incentivize them to try something new.



## YOUR BUYERS

Most manufacturers and distributors looking to improve their customer ordering experience are facing **two types of buyers**:

- 1 The Creature of Habit.** The buyer that has been faxing in orders for 20 years, this customer has gotten used to your current ordering process, despite it being manual or tedious, and they may be apathetic about changing their behavior. **Your B2B eCommerce solution must be a no-brainer in order for this buyer to change their habits.**
- 2 The Bleeding Edge Buyer.** This is the customer asking for change. They are familiar with the (sometimes superior) buyer experiences offered by your competitors, and they are asking you to improve your current process. **In order to become the preferred vendor of the Bleeding Edge Buyer, create a superior user experience, rather than just concentrating on eliminating manual processes. It's the only way to win their business.**

As manufacturers and distributors implement online ordering portals in increasing numbers, it is becoming that much more difficult for vendors to provide a standout customer experience to both of these types of buyers. In general, however, retailers order more from brands that make it easiest to do business. The next section of this guide will detail what matters most.

# WHAT TO STRIVE FOR: THE GOLD STANDARD B2B ECOMMERCE BUYER EXPERIENCE

It's important to remember: if you do not provide a standout customer ordering experience, your customers are less likely to adopt your online ordering portal. There are 5 parts of the ideal B2B buying experience.

**If your B2B eCommerce buyer experience is deficient in any of these five areas, your customer adoption will suffer.**

## 1 A SIMPLE USER EXPERIENCE

A simple B2B eCommerce user experience has two main components: simplicity (is it easy to use?) and utility (does it do what I need it to do?). Signs of a simple, straightforward experience is one that an untrained buyer should find familiar and intuitive. This includes:

- Catalog browsing
- Product search
- Pricing that matches the buyer's expectations
- A cartview and running order total
- An order confirmation

If this basic functionality is not working perfectly in your portal, your buyers will end up calling your back office with questions, give up mid-order, or abandon your portal for their previous ordering habits, even if they are more manual and time-consuming.

### 💡 TIPS:

- If you already have a portal in place, do a critical audit of your current buyer experience, focusing on the five components ahead.
- If you do not yet have a portal in place, ensure that your B2B eCommerce software vendor provides a buyer experience laser-focused on these 5 components. For more information on evaluating a B2B eCommerce vendor, [click here](#).



# WHAT TO STRIVE FOR: THE GOLD STANDARD B2B ECOMMERCE BUYER EXPERIENCE

## 2 SUPPORT FOR WEB & MOBILE ORDERING

Your B2B eCommerce provider should be able to accommodate the device preferences of your buyers, whether they want to place orders on a computer or a mobile device.

An important distinction to keep in mind, however, is that of native mobile applications vs. mobile-optimized web commerce. In the **mobile-optimized web** buying experience, the buyer will need to have Internet access, and the user experience will be subject to any interruptions in connectivity. By contrast, a **native mobile application** is one that is installed via an app store. It's designed for quick taps and swipes with actions that register instantly. If the app is functional offline, there is also no risk of connectivity issues frustrating your buyer.

To provide an exceptional mobile commerce experience and reflect the general consumer preference for native applications over mobile websites ([which eConsultancy reports at 85%](#)) **investing in a native mobile application is critical.**

## 3 ACCESS TO PRODUCT & ORDER INFORMATION

Outside of table-stakes items like high resolution images and detailed product descriptions, your customers should have 24/7 access to other important product and order information. This can include available-to-ship dates, real-time updated inventory levels for each of your products, or simply in-stock and out-of-stock notifications. This product-specific information can help manage buyer expectations, reduce backorders, and encourage the discovery of new items—all of which create a positive experience that keep your customers regularly coming back to your portal.

Provide buyers with access to their order history, allowing them to not only identify their most frequently ordered items and order complementary products based on previous purchases, but also to quickly copy and submit a reorder. As reorders are often a significant portion of the orders placed via your eCommerce portal, it's important to optimize for this use case.





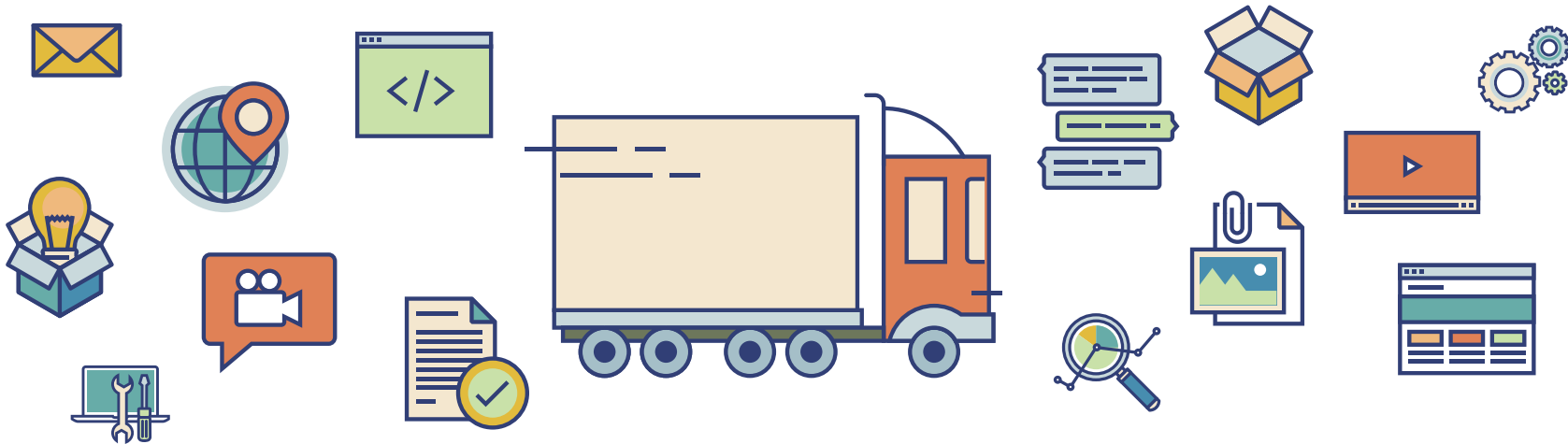
# WHAT TO STRIVE FOR: THE GOLD STANDARD B2B ECOMMERCE BUYER EXPERIENCE

## 4 ACCESS TO HELPFUL PRODUCT COLLATERAL

Top B2B eCommerce portals include a section for you to host marketing collateral that supports the buyer's ordering process. These assets often include product education videos, merchandising guidelines, and lifestyle imagery that bring your products to life and answers any remaining questions the buyer may have after viewing your catalog.

## 5 SEAMLESS ORDER CONFIRMATION & FULFILLMENT

Orders submitted by your customers in the field should immediately sync to your back office systems. Immediate order sync speeds up fulfillment, allowing your customers to receive their shipments faster than ever. Your customers should also receive an email confirmation of their order, complete with thumbnail images of each item.



# Launching Your B2B eCommerce Portal

# GET TO KNOW YOUR BUYERS

Creating a great customer experience requires really getting to know your buyers. Get feedback on the current ordering process, understand their ideal workflows, and ask about their previous experience with B2B eCommerce.

You may think you're already aware of your buyer's needs, but many manufacturers and distributors can learn a great deal from a dedicated conversation addressing the questions below, whether it's in a series of phone calls, in-person discussions, or focus groups.

These questions can be used prior to launch to support your marketing efforts or after launch to collect useful feedback to improve your adoption rate.

## WHAT TO ASK: THE ORDERING PROCESS

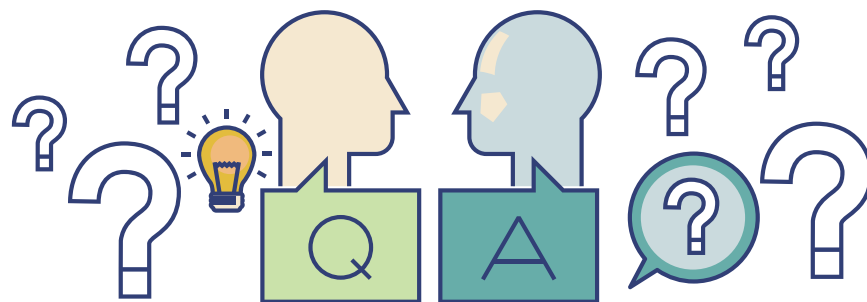
- What is your ideal ordering workflow? (e.g. Do you prefer to build an order while taking inventory? Do you create orders from scratch, or duplicate old orders and simply change quantities? Would you rather use a mobile device, desktop web browser, or both?)
- Are there currently any barriers to that ideal workflow?
- How do you determine when it's time for you to order/re-order products?
- How do you currently place orders with our company? (Note: this question should only be included if your interviewer is not familiar with the buyer).

- How often do you place orders with our company? How does this compare to your order frequency with other brands?
- Are there product questions that come up for you when placing orders with our company? How do you find answers to those questions?
- What do you think can be improved about our current ordering process?

### *Why these questions are important to adoption:*

Understanding your customers' ordering preferences will help you create the buyer experience they want--and will actually use. For example, if you know your customers want to place orders from a mobile device, but your B2B eCommerce solution doesn't support mobile ordering, it may explain poor adoption.

Answers to these questions should also inform the way you communicate about your portal to your customers, addressing their biggest concerns as a way to drive usage. This is explained in greater detail in the [section on email marketing](#).



## WHAT TO ASK: B2B ECOMMERCE

### Whether or not your business has already implemented B2B eCommerce:

- Do you have access to a computer in your store?
- Do you have reliable internet access in your store?
- Do you have access to a mobile device in your store? What type?
- Have you used B2B eCommerce portals in the past?

#### If yes:

- ▶ Did you use the portal to find answers to product questions? To place orders? Both?
- ▶ What did you like most (and least) about the B2B eCommerce portals you've used in the past?
- ▶ Think about the best experience you've had placing online orders for your store. What stood out about this experience?
- ▶ Do you prefer to place orders on the web, from a mobile device, or both?

### Only if your business has already implemented B2B eCommerce:

- How has your experience been placing online orders through our portal?
- Is our portal easy to use?
- Is there anything that can be improved about our online ordering experience?

### Why these questions are important to adoption:

If you have already implemented B2B eCommerce, answers to these questions should lead to clarity on your current adoption rate. For example, if you discover that your customers do not typically have reliable internet access in their stores or prefer to place orders only from a mobile device, these could both explain poor adoption. You can also use these responses to craft **targeted communications** for your buyers.

If you haven't yet implemented B2B eCommerce, answers to these questions will allow you to choose a B2B eCommerce solution directly suited to your customers' needs. This can include specific features, device support, and preferences related to user experience.



# YOUR SALES REPS

As people who've built relationships with your customers over time, your sales reps are one of your biggest assets when it comes to promoting your online portal. In a recent Handshake survey of over 450 manufacturers and distributors, 52% of respondents with B2B eCommerce had their sales reps notify customers at store visits. What's more, **30% of respondents said that the sales rep channel was the method most responsible for getting customers to use their portal.**

Your sales rep must be a strong ally and supporter of your B2B eCommerce portal, which means you must have foresight and strategy behind a B2B eCommerce rollout that encourages a complementary, rather than adversarial, relationship.

Commission your sales reps on all orders from their respective customers, even those that come through your portal. If you do not, your sales reps are not only demotivated to promote your portal, they may actively block its usage, asking their customers to order through them instead.

In addition to commissioning your reps on all orders, enlist sales leadership to incentivize their reps to promote your portal. Whether it's training your customers to use the portal in person or being on-call to answer their questions, ensure that your reps are a true partner to your B2B eCommerce efforts.



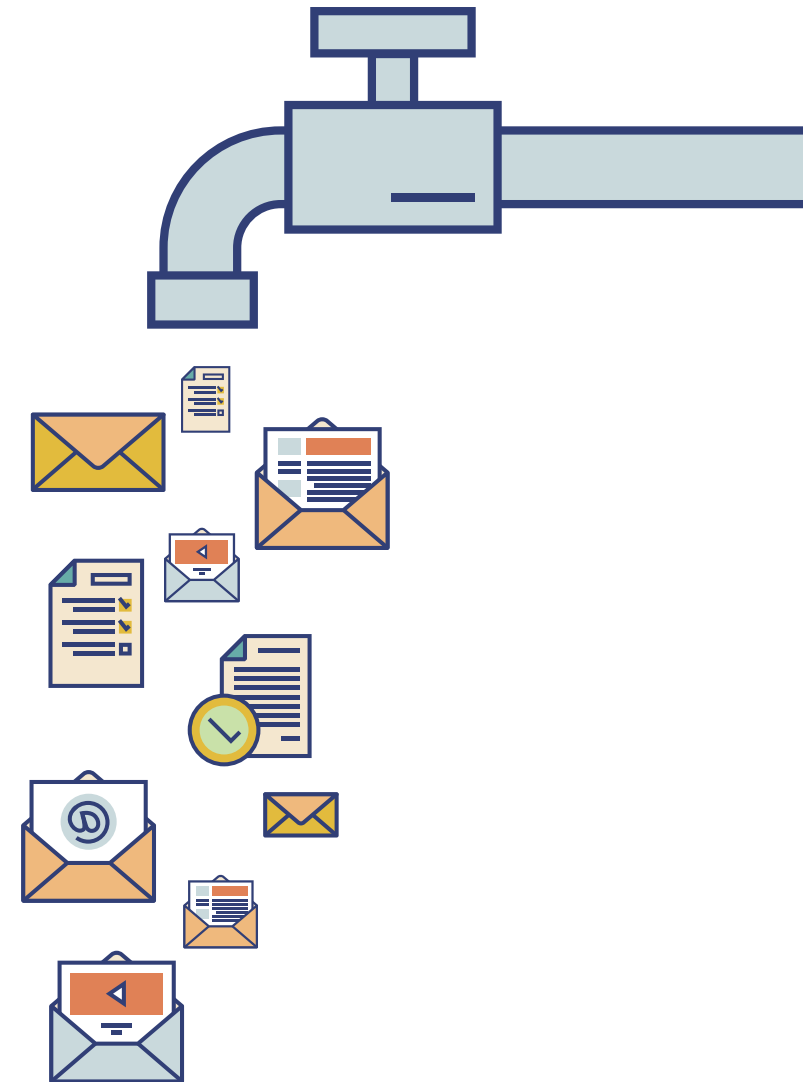
# THE DRIP EMAIL CAMPAIGN

The drip email campaign is a marketing tactic used frequently in the consumer world. It's a sequence of emails that “warms up” your recipient over time before you make an ask. It concludes with one or two follow-up emails to optimize for your desired result.

There are four core emails in a B2B eCommerce email launch drip:

1. Introduce/Educate
2. Coming Soon
3. Launch
4. Follow Up

This next section of the guide will provide real examples of emails you can use for your B2B eCommerce portal drip marketing campaign and teach you some core email messaging best practices.

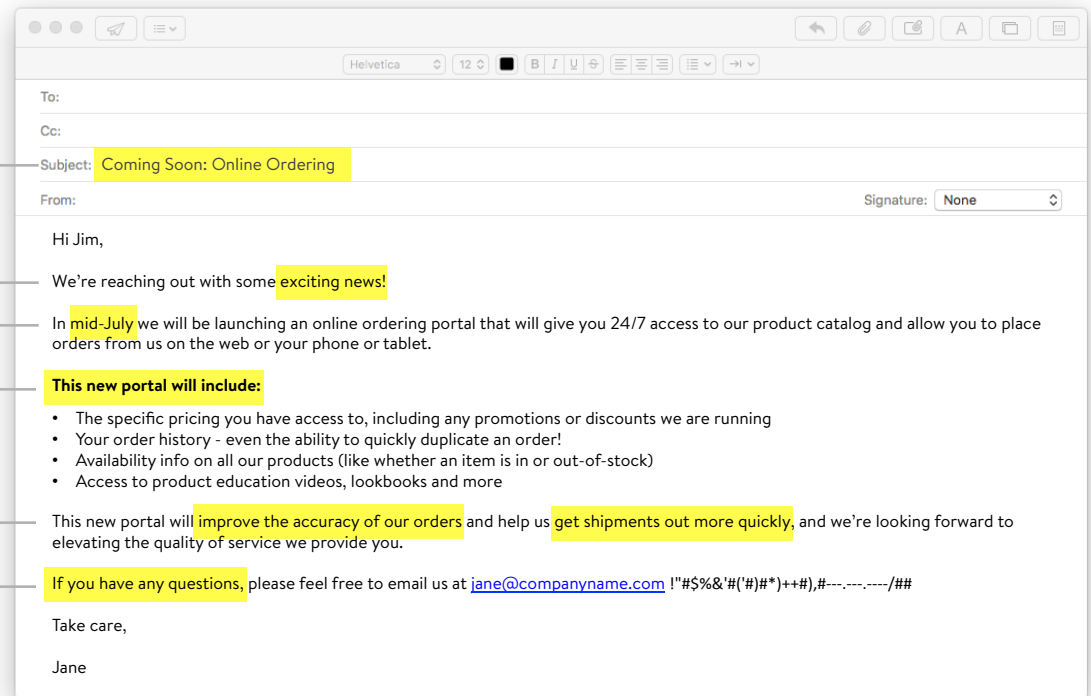


# EMAIL 1: INTRODUCE/EDUCATE

The Introduce/Educate email is ideally sent a few months in advance of your portal launch date in order to get buy-in and ensure your customers won't feel blindsided by a process change.

## ► KEY

1. Marketers use hype-building words like “Coming Soon” and “Introducing” in subject lines to indicate importance and pique interest. You should also use “online ordering” rather than “B2B eCommerce” in your subject line to keep things simple and free of any jargon. Make sure any recipient, regardless of their background or experience, will understand your message.
2. This exclamatory sentence sets a tone of excitement and enthusiasm. Use exclamation points sparingly, however. Overuse will not only dilute impact, it can also appear unprofessional.
3. State an expected time frame for your B2B eCommerce launch. This manages your customers' expectations and gives you time to address any questions or concerns they may have about the changes in their ordering process.
4. Bold a short header that directs the reader's eyes to your bulleted list. Each bullet in this list should be carefully crafted to highlight the new benefits that come along with online ordering.



5. This short section addresses solutions to any pains that were uncovered in your **market research conversations** with your customers. In this example, imagine that your buyers had expressed that they were frustrated by order errors and/or that they were waiting on your shipments for longer than they'd like.

If a sizeable portion of your revenue comes from a special segment of high-value customers, it may be worthwhile to tailor this section for each of your VIP customers addressing their specific concerns. The idea here is that you should put special effort into getting your highest value buyers into your portal, even if it takes a little extra effort.

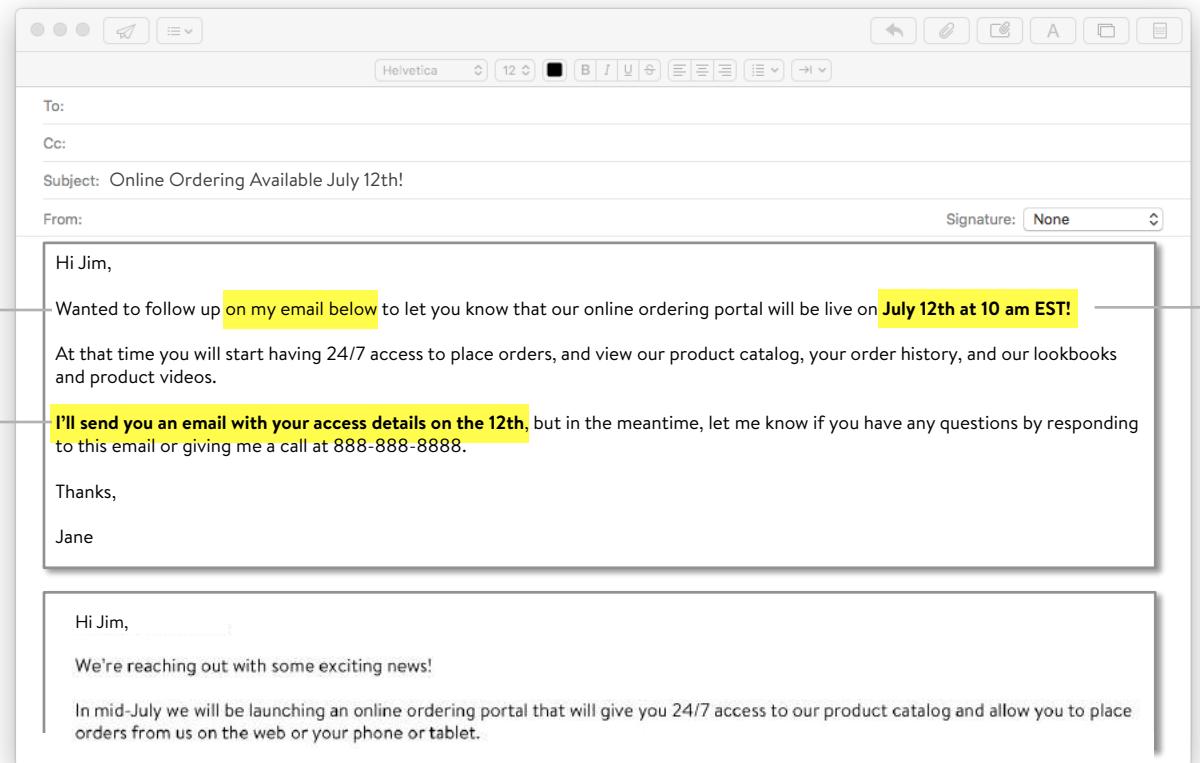
6. Finally, you should provide support to your buyers with a clear offer to answer their questions, including direct contact information (email **and** phone) for your team.

# EMAIL 2: COMING SOON

Let's say you are hosting a party. You might send a "Save the Date" note to get the party on your friends' radar. Closer to the date of the actual party, you'll send an invitation that details the date and time they should show up--one that you've chosen for optimal attendance. And you'd only send the invite once you were 100% sure you'd be there to answer the door.

Your **Coming Soon** email is the "party invitation" you send to your buyers announcing your launch, and it should be sent a week in advance of your launch date. Give your buyers a heads up that the portal is going to launch soon, and ideally, give them a specific date and time when they can expect to be able to go online to place orders.

Just as we detailed in the party example, it's important that you only send this email once you have locked in your launch date, because taking it back not only looks unprofessional, but could also squander the opportunity you have for a buyer to try your portal for the first time.



## ► KEY

1. If at all possible, maintain the email history in your thread. It will help give your buyers context for your current message as well as remind them of why they should be looking forward to your launch.
2. Clearly reference the date and time of your launch. Again, make sure this date is set in stone before sending this email.
3. Your buyers will probably have questions about how to access your portal, so pre-emptively address their concerns with a bolded statement on what they can expect on launch day.

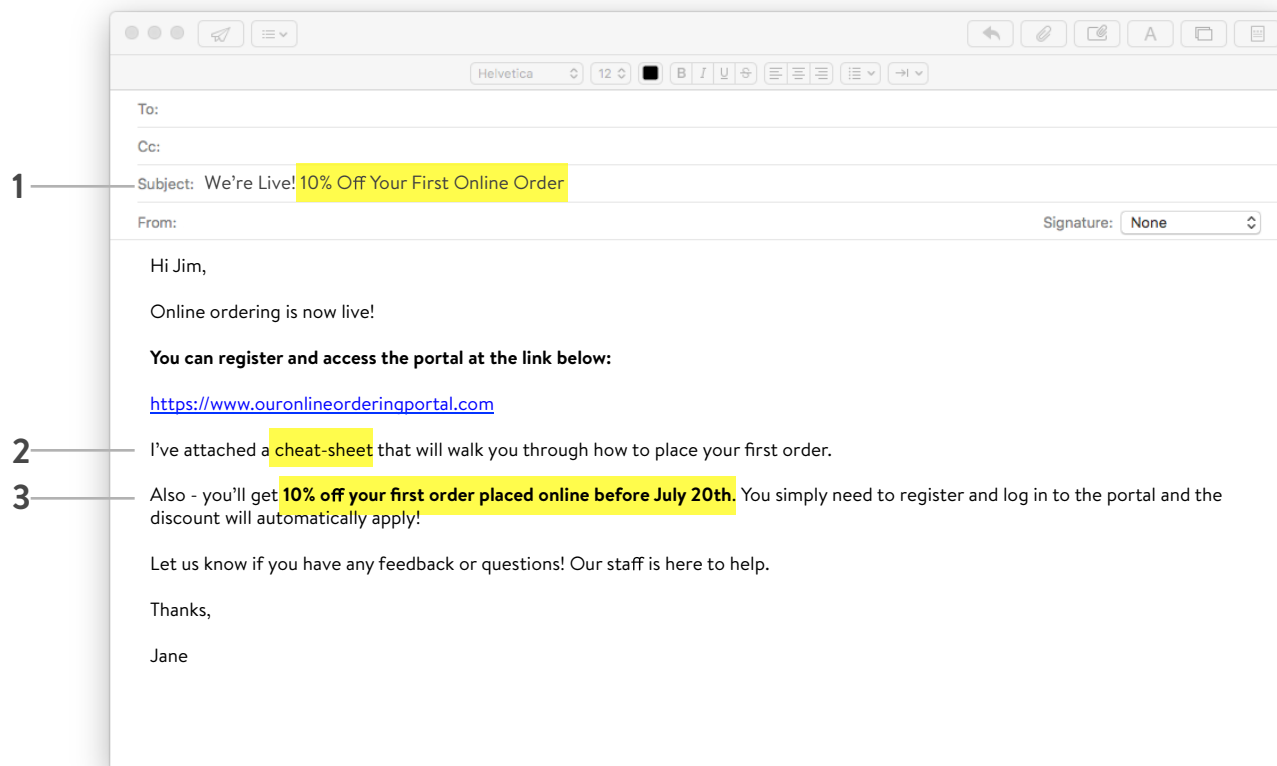


# EMAILS 3 & 4: LAUNCH AND FOLLOW UP

Your launch email is sent to your buyers the day you go live. It's the most critical email in your drip campaign, because it provides the access link to your portal.

## ► KEY

1. Many suppliers find success in including an incentive as part of their launch strategy. This is a great way to get buyers in the door, especially the [Creatures of Habit](#) who need a little nudge to start placing orders online. If you do choose to incentivize your customers to use your portal, clearly reference the offering in your subject line.
2. Your online ordering portal should be simple enough to use that your buyers will not require any training. However, there will always be people who feel more comfortable with following a detailed list of instructions. Create a simple one-page cheat-sheet that walks your buyers through the simple steps to write and submit an order, and include it in this email.
3. Add a deadline to your incentive to create a sense of urgency. It is much more likely that your promotion will be redeemed if your buyers can only access it within a defined window.



## Follow Up

Email marketing will be one of your most powerful channels to encourage adoption. However, the risk of reliance on email is that you may or may not reach the recipient at a time when it's convenient for them to take action. There isn't one optimal time to send an email to guarantee a great response. **You have to send many.**

Send the first follow-up email to any buyers that don't place an order within 3 days, and a second follow-up email after a week. Wait a month before you send your third follow-up email to give your buyers a little break and bring in any stragglers that you might not have caught at the right time.

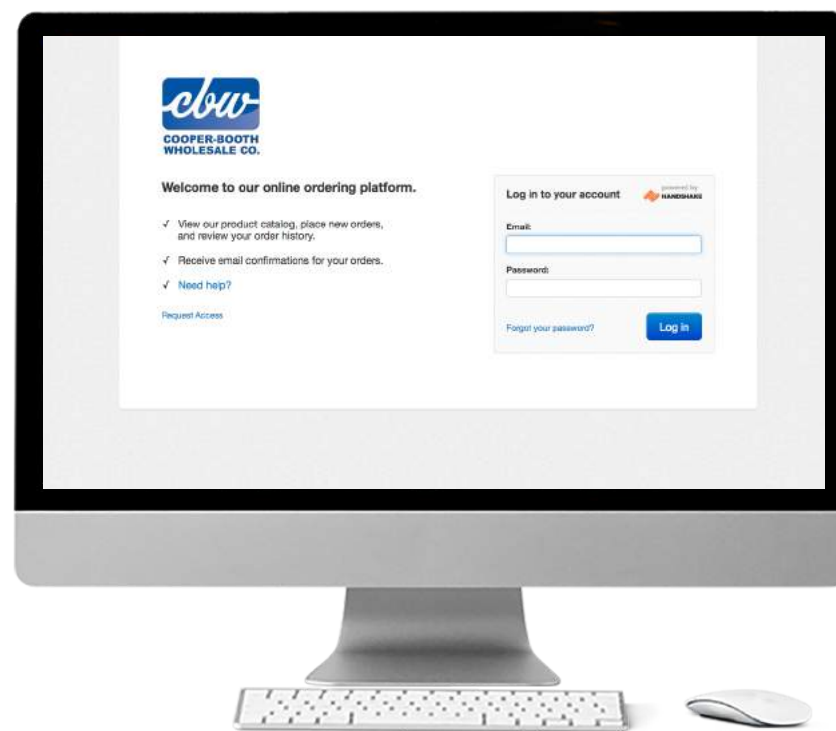
# YOUR MARKETING WEBSITE

## B2B-ONLY COMPANIES

Your marketing website (your company website, not your B2B eCommerce portal) can be an important source of traffic to your online ordering portal. How boldly you choose to promote your portal on your website is primarily a function of whether you are selling strictly B2B or both B2C and B2B.

If you're a manufacturer or distributor **strictly selling B2B**, you can be more bold about promoting your portal. Leading convenience store distributor Cooper-Booth Wholesale has found success utilizing their home page hero to direct traffic to their online ordering portal.

An interested buyer who clicks on this hero image is then directed to the Cooper-Booth online ordering login page, a place where interested buyers can also request access to their portal.

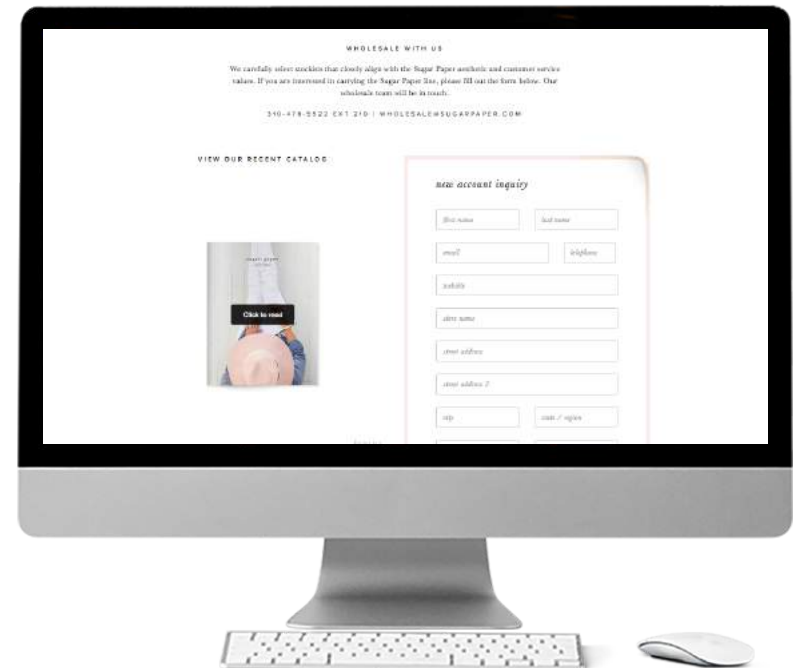
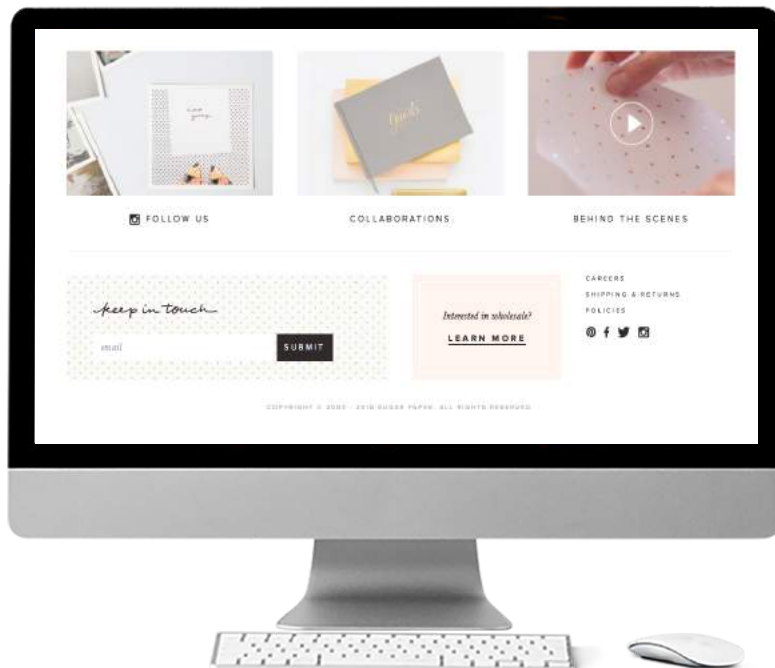


Buyers who come across your portal login page must be given an opportunity to request access to your portal. It's a great way to acquire new customers or improve adoption for existing buyers that might not have realized you had a portal in the first place.

## B2B & B2C COMPANIES

For brands who sell both B2C and B2B, it's a bit trickier to clearly market your portal on your website, as most brands optimize their website around their retail offering and do not want to confuse the consumer. High end stationery brand Sugar Paper draws attention to their wholesale portal without distracting from their consumer offering:

Customers or prospects that click on Sugar Paper's "Interested in wholesale?" ad are directed to a "New account inquiry" form, rather than a login page shown in the previous example. This is an approach manufacturers and distributors use to screen prospective buyers before they are given access to their portal.



# MAILERS & FLYERS

Manufacturers and distributors have a unique marketing opportunity to include flyers and mailers in product shipments. These inserts are a great way to announce your portal for the first time, but should also be used on an ongoing basis as reminders.

This flyer was used by a leading pet food distributor to announce their mobile commerce offering.

## ► KEY

1. A technique we've already covered in our drip email marketing section, the use of words like "Coming Soon" will get your buyers excited about what's to come.
2. The hero image is strong and clear. The buyer can see exactly what their experience will be like when it comes time to place an order.
3. The three major benefits to the buyer are clearly expressed, with features and examples to support each value point.

**COMING SOON**  
**EASY MOBILE ORDERING**  
Just open, scan & submit

**Convenient 24/7 Access**

- Quickly order at shelf or on the go
- Easy, fast reordering
- Review catalog & order status anytime, anywhere
- Work offline

**Simple To Use**

- Reliable, cloud-based solution from Handshake
- Managed remotely – nothing for you to do
- Ready-to-use Apple devices provided
- Individual training by Sales Reps

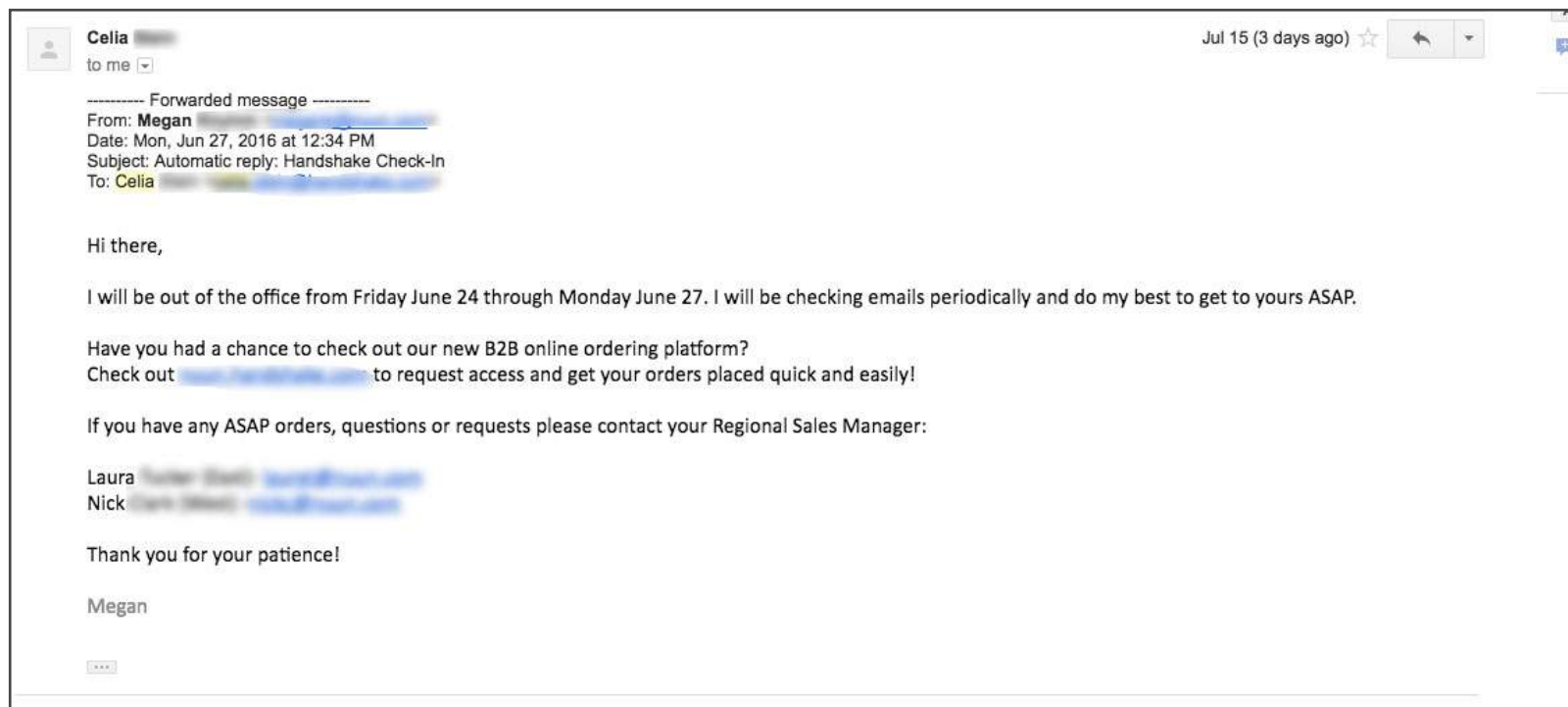
**Personalized In-App Experience**

- Order history
- Custom catalog & pricing
- Account details
- Secure login

# CUSTOMER COMMUNICATIONS

The final marketing launch touchpoint is your customer communications. Everyone who interacts with your customers (at the very least, your reps and your customer service team) should include a link to your portal in their email signature.

This brand makes reference to their new B2B online ordering portal in an out-of-office auto-responder, a great way to reach a captive customer audience.



## TIP:

For those of you using mobile order writing software, you should also provide a link to your portal in your order confirmation emails. Simply update your confirmation template to include the link by default!

# Driving Ongoing Usage

# ACCURACY & UP-TO-DATE INFORMATION

Do not underestimate the importance of data accuracy. If your customers attempt to place an order online and find mistakes or discrepancies in what they expect, it will negatively impact your adoption rate.

Here are the five categories of information that must be kept up to date at all times.



## 1. Pricing

One of the biggest benefits of a login-specific buyer experience is the ability to accommodate dynamic pricing for your customers. If you don't set up and maintain pricing data such that your gold, silver and bronze customers can view the prices they expect, these buyers will call their reps or your customer service team to place an order instead.



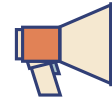
## 2. Promotions & Business Rules

Your portal should be able to accommodate a free shipping promotion or any necessary custom condition where, for instance, your buyer can only place an order in case packs of 5. If it can't, your team will need to manually adjust online orders after they've been placed. This trains your buyers to skip your portal and go straight to your team the next time they place an order.



## 3. Inventory:

Availability data on your products is one of the biggest benefits to a buyer placing orders online. If inventory data in your portal is not up-to-date, your buyers will be surprised and disappointed when the items they have ordered are unavailable.



## 4. Marketing Collateral

The more comprehensive the marketing assets you host in your portal--product education videos, lifestyle imagery that brings your products to life, merchandising guidelines--the more information your buyers will have to make purchase decisions and get their questions answered. Your buyers will think of your portal as a great self-service alternative to calling or emailing your customer service team for information.



## 5. Help & Contact Info

High-impact and easy-to-maintain, make sure up-to-date contact information, both phone and email, is front and center in your online ordering portal. This helps your buyers feel supported in case questions arise.

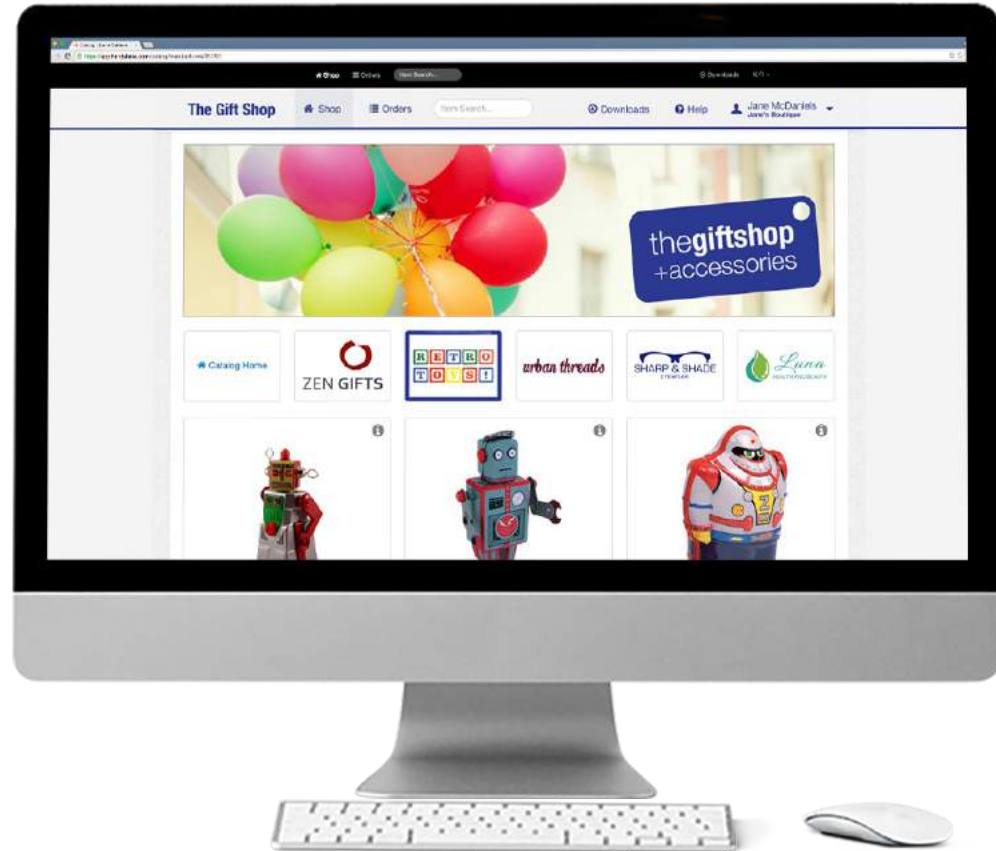
# ENGAGEMENT EMAIL CAMPAIGNS

Once your portal's in place and your launch drip marketing campaign is completed, engagement email campaigns are one of the best ways to drive ongoing usage of your portal.

**The following list of campaigns are the top reasons to reach out to your buyers:**

- Promotions: % discount, free shipping, etc.
- Product introductions
- Seasonal launches
- Announcements or notifications
- Suggested products
- Re-order reminders
- Abandoned cart reminders

**Every engagement email you send should directly link to your portal, so your buyers can immediately log in and buy.**





# BUYER REVIEW

If your B2B eCommerce portal has a feature that Handshake calls “Buyer Review,” you can draft an order for your buyer and email it along for review and confirmation.

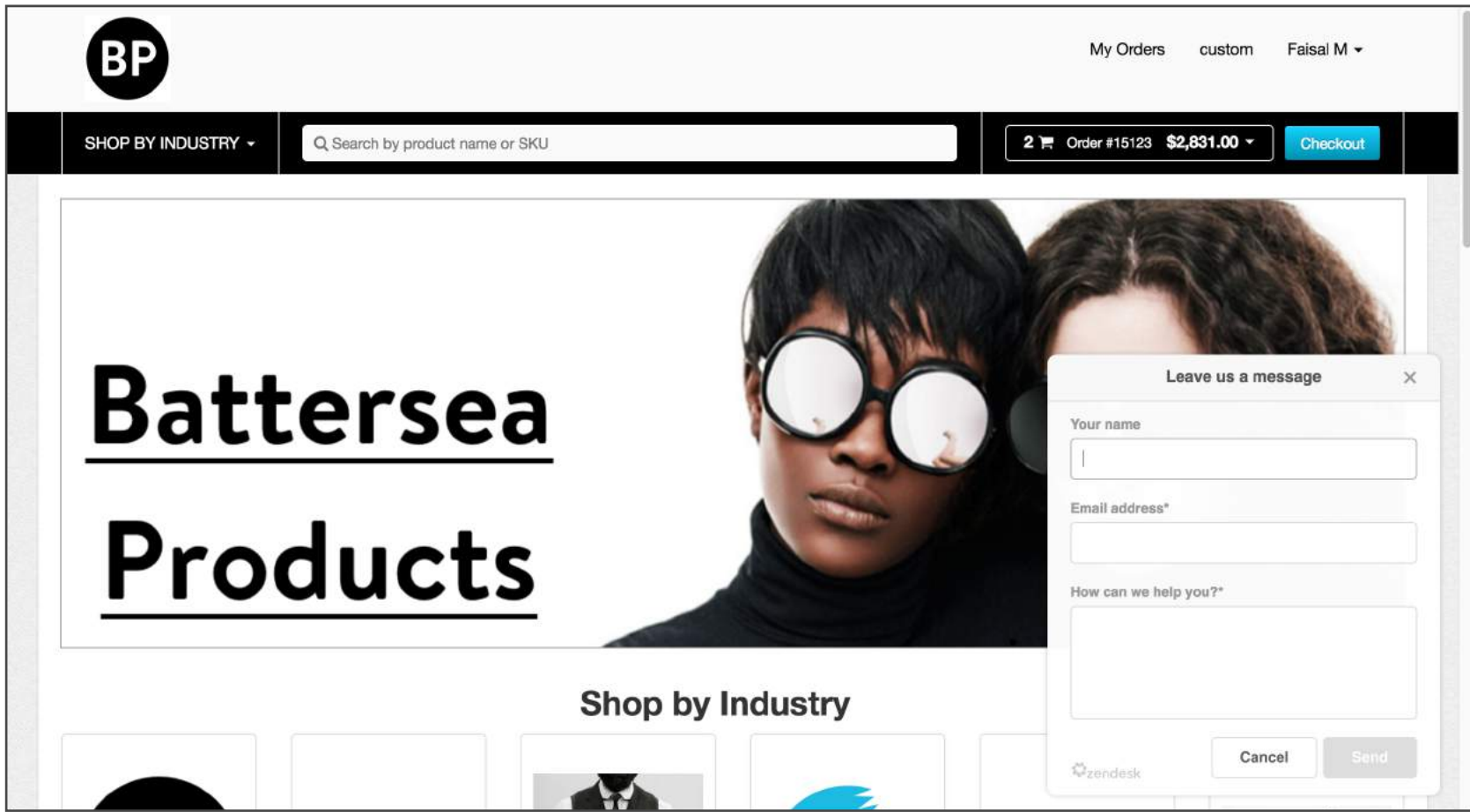
This is a great way to encourage buyers who may be hesitant about placing orders using your portal, since your team will be doing the initial work for them. This also allows you to serve a more advisory and strategic role with your buyer, compiling an order based on their order history and your industry expertise.

The screenshot displays a user interface for a B2B eCommerce portal. At the top left is the 'BP' logo. The top right navigation includes 'My Orders 1', 'Help', and a user profile 'Faisal M'. Below the navigation is a search bar with the placeholder 'Search by product name or SKU' and a 'Checkout' button. The main section is titled 'My Orders' and features a search box for 'Order ID or PO' and a 'FILTER BY' dropdown set to 'Order Status'. The orders are listed in a table with the following data:

Date Written	Order	Items	Status	Shipped	Total	
7/19/16 10:34 AM	15136	Sandlewood Candle, Sandlewood Candle, Sandlewood Candle and 1 more items	For Your Review	Not Shipped	\$280.00	▼
5/23/16 7:08 PM	15093	Plaited Cardigan	Confirmed	Not Shipped	\$104.00	▼
5/23/16 6:43 PM	15091	Radish Reader	Confirmed	Not Shipped	\$139.00	▼
5/23/16 6:40 PM	15089	Radish Reader	Confirmed	Not Shipped	\$139.00	▼
5/23/16 11:40 AM	15080	Street Racing Bike	Confirmed	Not Shipped	\$2,399.00	▼
4/6/16 2:33 PM	4998	Street Racing Bike	Confirmed	Not Shipped	\$2,399.00	▼
3/10/16 10:08 AM	4949	Mountain Bike, Street Racing Bike, Street Cruiser Bike	Confirmed	Not Shipped	\$4,297.00	▼
3/9/16 4:24 PM	4943	Los Angeles, Radish Reader, 185695 and 2 more items	Confirmed	Not Shipped	\$1,021.00	▼
3/8/16 4:36 PM	4938	Los Angeles, Radish Reader, 185695 and 1 more items	Processing	Shipped	\$646.00	▼

# PLUGINS

Another way to drive usage and adoption is layering plugins on top of your portal. You can use conversion optimization software like [OptinMonster](#) to display a colorful pop-up window conveying your latest promo. You can even integrate a customer support widget so your back office team can chat directly with your buyers while they're placing orders. Best-of-breed plugins enhance the buyer experience, communicating important information and providing support for your buyer--both of which drive up customer adoption.





# CONCLUSION

There's no doubt that B2B eCommerce is poised to become business as usual for many manufacturers and distributors across industries. The more simple, intuitive eCommerce experiences become a part of our consumer lives, the more B2B buyers will grow to expect the same functionality in their work lives. Likewise, organizations are quickly realizing the benefits of online ordering, including more streamlined order processing workflows, the ability to serve customers at a lower cost, and overall increases in customer lifetime value.

As with any process change, however, there may be some initial reluctance. Manufacturers and distributors who move quickly to not just implement online ordering but also do all they can to encourage adoption among their customer base will ultimately be at a significant advantage over competitors and see a faster return on their B2B eCommerce investments.





## ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.

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