

5 QUESTIONS

THAT WILL IMPROVE B2B ECOMMERCE ADOPTION

Do you have a B2B eCommerce portal in place, but few customers actually placing orders online? Here are 5 questions to ask your B2B buyers to uncover what's really going on.

1

HOW COMFORTABLE ARE YOU WITH TECHNOLOGY?

If you're like many suppliers in manufacturing and distribution, some of your buyers may not be as comfortable with technology as the average millennial. Understanding their level of comfort with technology can help you determine how much support they'll need from you. If you find your customer base skews less tech-savvy, try setting up in-person trainings, an Ambassador Program to pair them with a dedicated sales rep who knows your portal well, and/or a customer hotline that they can call.

2

DO YOU HAVE RELIABLE INTERNET ACCESS AT YOUR STORE?

Most B2B buyers prefer to place orders for their store or business in the morning or before they leave for the day. If they have spotty Internet access at their location, this could explain low online ordering adoption. One solution to this problem is giving your buyers an ordering solution they can use offline, like [Handshake's B2B customer ordering app](#). That way, they can browse your catalog, put together an order, and even scan barcodes on items even if they don't have access to the Internet.

3

HOW IMPORTANT IS IT FOR YOU TO ORDER FROM YOUR PHONE OR TABLET?

According to a recent survey of 500 manufacturers and distributors, 22% of respondents did not even know if placing orders on mobile was important to their B2B buyers. If you can relate, it's important to learn more about your buyers' preferred ordering workflows. If you distribute products that are stocked regularly and sold with high-turnover, your customers will likely prefer shelf-side ordering and the ability to scan barcodes. If you do not offer mobile B2B ordering or that mobile experience is sub-par (see point #4), it could explain why your customers aren't placing orders online.

4

IS IT EASY FOR YOU TO PLACE ORDERS FROM US FROM YOUR PHONE OR TABLET?

If you are like most suppliers in manufacturing and distribution that offer mobile B2B customer ordering, your buyers can only place mobile orders by accessing your portal's website from their phone's web browser. However, [data shows that B2B buyers placing orders through an app and not a mobile website are more likely to place orders online](#). Mobile B2B eCommerce websites are not optimized for the device, and require Internet access to function. Native apps, on the other hand, leverage the device's camera as a barcode scanner, can function offline, and are faster and easier to use. It is no surprise that B2B buyers prefer this kind of mobile experience.



WHY AREN'T YOU USING OUR PORTAL?

If you have a close relationship with your customers and care about providing a great customer experience, the best way to find out what's truly going on is by simply asking them directly. You may find out that your portal is not intuitive enough to use. Maybe your customers don't trust your portal as a source of truth because pricing information isn't up-to-date. Or maybe your sales reps are giving your customers better pricing, causing them to avoid placing orders online. Either way, direct communication with customers will allow you to improve adoption of your B2B portal and nip these issues in the bud. and in 2018, the B2B world will finally move along with it.

To learn how Handshake can help you upgrade your customer ordering process with a modern, easy-to-use B2B eCommerce website and app, contact Handshake today at info@handshake.com or 855-532-9044 (+1646-434-2553 intl).

ABOUT HANDSHAKE

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

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