

THE B2B ECOMMERCE ROLLOUT TEAM: 4 KEY MEMBERS

Manufacturers and distributors across the globe are rapidly implementing online ordering portals, many doing so for the first time. While implementing new solutions can be daunting, the right upfront preparation can make all the difference. The first and often most important step in your planning process is choosing the right internal team to lead your implementation, because having the right team in place is critical to your rollout's success.

There are four main members of a high functioning B2B eCommerce rollout project team:

1 THE PROJECT LEADER



The Project Leader is the dedicated point of contact for your B2B eCommerce provider. Traditionally from sales, IT, operations, or marketing, this person will coordinate the moving pieces of the project and is ultimately responsible for seeing the project through to its success. The Project Leader should have influence over the other stakeholders on the project team as well as access to key business intelligence so they can effectively assess the business impact of the new channel.

2 THE DATA SPECIALIST



The Data Specialist, usually a member of the operations or IT team, is responsible for the original upload and subsequent regular maintenance of your customer, product, pricing and inventory data. They will also coordinate and define the process for how inbound orders from the portal will be managed. They may also manage any integration workflows that ensure the seamless transmission of data between your B2B eCommerce platform and other core business systems, like your ERP or accounting package.

3 THE CUSTOMER ADOPTION OWNER



The Customer Adoption Owner is held accountable for ensuring customer awareness, user registration, and initial usage of your new B2B eCommerce portal. This person should be from the sales team—more specifically, a sales leader who has the ability to incentivize your rep team to encourage adoption of your portal.

4 THE BRANDING AND MESSAGING MAVEN



The Branding and Messaging Maven is responsible for the visual design of your B2B eCommerce portal, including your logo, product images, and branded colors. Typically from the marketing team, this person will also craft customer-targeted messaging in both your portal and its related email marketing campaigns.

Have questions about choosing your B2B eCommerce rollout team or want general information on getting started with B2B eCommerce? Contact us at info@handshake.com or 855-532-9044 (+1-646-434-2553 intl).

