

# FOUR TIPS

### for a Winning **B2B Mobile CX** Strategy

The growth of online commerce has led to a sea change in B2B buyer behavior. Despite the fact that B2B mobile sites still lag B2C, B2B buyers' digital expectations are not far behind those of their consumer counterparts. Because of the complexity in B2B purchase journeys, buyers need every commerce experience to be easy, streamlined, high-performing and personalized. Today, only [12%](#) of B2B brands feel prepared to meet these growing expectations.

U.S. B2B e-commerce market will reach \$1.1 trillion by 2019, only 65% of B2B companies have a mobile [site or mobile app](#). As in the early days of B2C m-commerce, many brands are not yet seeing success. Only 1 in 10 B2B brands consider their mobile efforts to be effective, yet 90% plan to invest more in their mobile [customer experience](#) this year.

### The B2B Opportunity

Great B2B experiences are consistent and contextually relevant regardless of channel. Site design, including navigation, design, optimized user journeys, and checkout flows must be aligned and integrated across every screen. And, while usability is key, the overall customer experience is becoming increasingly crucial. According to [Accenture](#), "the few B2B companies that significantly outperform their peers stand apart by having both strong strategies and execution capabilities." Key factors to consider when launching a B2B strategy include:

#### Top website features or functions B2B Customers expect:



Source: Accenture, *Building the B2B Omnichannel Commerce Platform of the Future*

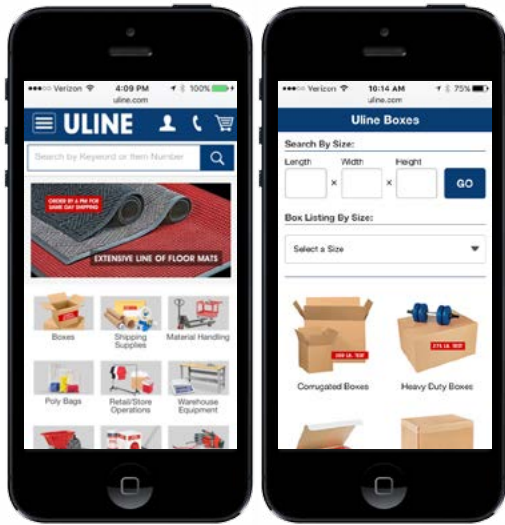


### 1. Embrace Omnichannel

Omnichannel has become more than just a buzzword; successful cross-channel strategies have become a priority and differentiator for B2B brands. Today, 85% of B2B buyers globally want their experiences [optimized on mobile](#), and [75% would buy again](#) from a supplier with strong omnichannel capabilities. Excellence across all channels can give brands a competitive advantage as buyers continue to embrace a combination of online and offline touchpoints.

*ADI's mobile user, a professional technician, is often on-site and on-the-go, and benefits from efficient digital and mobile service. To meet the needs of these users, ADI launched a mobile site consistent with desktop offerings and a voice-enabled app (iOS and Android). Users can speak to search and filter results by keyword, add to cart (using voice command) and log in using biometric voice ID.*





## 2. Streamline the Path to Purchase

High-quality site design (UX), visual design (UI), accessibility and consistency are essential to giving mobile users the best possible experience, and have a direct impact on site performance. Mobile B2B usage has grown an [impressive 91%](#) across the entire purchase path (inspiration to post-purchase) since 2012. From discovery and search to checkout, users should be engaged and be able to complete a purchase easily and efficiently.

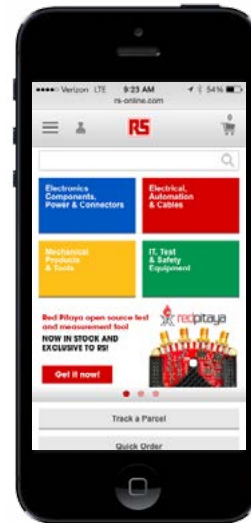
*With a 30,000 product catalog, Uline aimed to make the mobile experience as streamlined and efficient as possible. Uline's mobile site features intuitive site design and navigation, with search accelerators to make product discovery simple.*



## 3. Personalize

B2B buyers are increasingly expecting experiences across channels to be tailored to their needs and contexts. Effective personalization is key to optimizing the omnichannel experience and meeting buyer demands. [Gartner](#) estimates that by 2018, 70% of B2B e-commerce sites will have integrated personalization features for online customers.

*On RS Components' mobile site, personalization is available to users after login. Once logged into their profile, users can access the same relevant content and services across devices, change preferences, view order history, and access functionality such as "Quick Order," which allows for bulk ordering of previously purchased items.*



## 4. Offer Self-Service

User-centered design streamlines processes, creates efficiencies and improves the B2B customer experience. B2B brands can also reduce call volumes and client service costs by as much as 90% by providing self-service options on mobile, such as re-ordering, replenishing, and shipping or order tracking.

*Darby Dental committed to giving users best-in-class customer service across touchpoints, launching both a user-friendly mobile site and a "Compare and Save" mobile app that allows users to search for items and view price comparisons or upload a competitor's price via the device's camera to receive a price match. Users can then purchase the items in-app at the lowest available price.*



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