

Main Features Of B2B E-Commerce Platform



COMFORT OF EVERYDAY USE

Search

Tom|

- Tomato
- Tomato soup...
- Tomato pasta...

Make sure that search is available especially if you have hundreds of products in your price lists.

Minimal order size



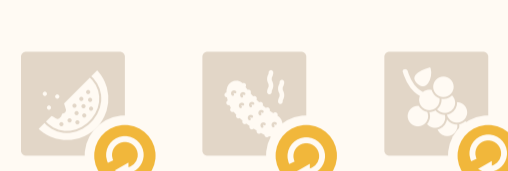
Your platform must allow you to set a threshold for an order to be accepted.

Order approval



When you receive a new order, you need to review the order and either suggest changes or approve it.

Process returns



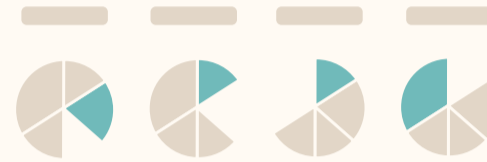
Depending on the industry, you will need to handle more or less returns and your platform should have a feature to manage this process.

Easy management



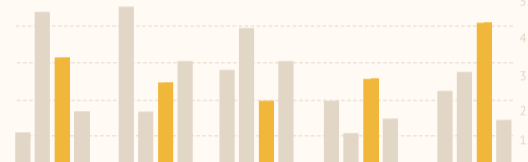
The system must be able to import the products from your ERP system or from a CSV file.

Reports



Pay attention to the reporting system of your B2B e-commerce platform.

Forecasts



Powerful e-commerce platforms can analyze sales and generate a forecast.

SETUP AND MAINTENANCE: THINGS TO CHECK

Setup and integration

Make sure that you can setup and connect the new software with your company IT system and that this will not require too much resources.

Maintenance

Platforms installed on premise will need regular maintenance and service.

Updates

Check how and when you will need to update the system. It may fail if you make a mistake.

Access

Make sure that you can access the software with all your devices and operation systems. Check if a mobile app is available.

User rights

Each user may have different rights that can be managed by the administrator of the system.

Pricing

Understand the pricing model and how much your company will pay for using the system in the future.

AS A TOOL FOR SALES REPS

App for sales representatives

Your sales reps should have a B2B e-commerce mobile application allowing them to add new clients and to take orders.

Offline mode

While the internet connection is getting better and better you should not feel 100% safe if your platform can work only in online mode.

Cross-selling

This feature will link your products in such a way so that clients can buy additional and substitute products when they place their orders.

Quick order

Companies knowing your products range and willing to make an order should be able to place orders using the products ids or SKU numbers.



Stock level

All users of the B2B e-commerce platform should see the stock level available at the current moment.



Custom price-lists

It is essential that the platform allows you to create price lists for different groups of clients or geographic areas.

COMFORT OF THE CLIENTS: THINGS TO CHECK

Easy start

The process of signing in must be extremely easy and straightforward so that all clients can start using the new system.

Tax calculations

Check if the considered platform offers enough tools to adjust tax calculations applicable for your industry and products.

Discounts and promotions

If you have special offers for your clients make sure they will work properly in your new system.

Schedule delivery

Make sure your B2B e-commerce platform allows your clients to schedule the preferable time and date of the delivery.

Cancelling and editing orders

If your clients need to make changes in their orders this should be done in their accounts.

Scheduling meetings with the sales reps

Give your clients the possibility to schedule a meeting with your sales reps using the platform.

Invoicing

Make sure that the system can send the invoices to the clients accounts.

Custom design

To improve your brand awareness you should customize the look and feel of your online B2B shop.

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