Selecting your Perfect Digital Commerce Partner

There are many differences between B2B and B2C online shopping experiences. Find out what they are to help you find your perfect partner

As your digital commerce strategy is one of the most important initiatives you're likely to implement, it's worth going back to basics to help you understand the type(s) of specialists you need to support you.

On the face of it, both B2C and B2B segments are after the same things. These include features such as:

- a user-friendly interface,
- secure payment processing,
- product catalogue management,
- responsive design for various devices,
- efficient checkout process.
- content management systems (CMS), databases and analytics tools

Choosing a supplier based on track record in a different sector, doesn't necessarily guarantee you success in yours.

Our handy guide helps with the key differences so you can make an informed choice.

Feature	B2B	B2C
Target audience	Businesses and professionals, collaborative	Individual consumers, personal choice and action
Transactions	Bulk orders, long-term partnerships, catalogues	Smaller in scale simpler purchasing decisions
Purchase complexity	Complex, multiple stakeholders, custom quotes, approvals	Simpler, based on individual preferences. Focus on the user-friendly experience, fast checkout
Relationship building	Long-term, personalised and tailored solutions	Exceptional customer experience to encourage repeat purchases
Product catalogue	Extensive, range of products and services specific to needs	Cater for individual preferences and lifestyles
Pricing structure	Accommodate volume discounts, tiered pricing, negotiation	Fixed and straightforward or with universal discounts and promotions
Content strategy	In-depth product information, and technical specifications to help inform business decisions	Emphasis on visual content, product imagery, customer reviews and user-generated content
Payment methods	Credit terms, invoicing, flexible payment options	Immediate, involving credit and debit card payments
User experience	Complex transactions, self-service features, seamless integration with procurement systems	Ease of use, intuitive navigation, persuasive elements for quick purchases
Attracting buyers	Account-based marketing, personalised and sector-specific personalisation	Mass marketing, influencer marketing and social media

However, there are some very key differences between the two environments. Recognising them is one of the first steps in understanding the type of 3rd party suppliers you're going to need to help you.

Choosing a supplier based on track record in a different sector, doesn't necessarily guarantee you success in yours.

Do you need help finding your perfect match?

The Cloud Community can offer you access to B2B digital commerce specialists. They'll be happy to answer questions – big or small – to set you on the right path.

Whether you're facing challenges with an existing site, or you're looking to take the leap into online commerce they're there to help. Guaranteed no hard sell and no obligation to buy.

About DWS

Our team specialises in creating high-end online B2B stores that combine operational performance with customer experience that outshines others in the market.

The best practice methodologies we deploy ensure the quality we deliver isn't compromised by the rapid turnaround our customers demand, even on the most challenging of projects. In our capable hands, you'll be streets ahead of your competition in no time.

We understand that budget matters to you and there should be no nasty surprises.

We work hard to make sure your website is both affordable and impressive and your customers return time after time.

Get in touch

Phone: 0330 133 5544
Email: hello@dws.limited

Website: www.dws.limited

**Adobe
Solution Partner**
BRONZE

shopify partners