

# How To Build the Best Online Store That Serves B2B and D2C Ecommerce



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With customers opting for online stores over traditional shops, ecommerce store owners are trying to optimize their websites' user experience. They are developing seamless, personalized shopping systems to improve customer satisfaction and retention.

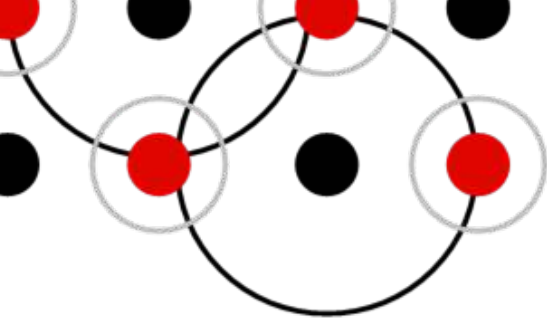
To stand out from the competition and make their mark in the ecommerce industry, B2B and D2C ecommerce platforms need to create a robust digital buying experience.

According to Gartner, 80% of B2B sales interactions between buyers and suppliers [will happen in digital channels](#) by 2025.

While setting up an online store to fulfill customers' needs may seem a daunting task for B2B and D2C ecommerce entrepreneurs, it isn't. There's an effective system in place.

Unlike in the past when B2B companies failed to adapt to digital commerce as most of their offerings were B2C (business-to-consumer) designed, B2B companies can now take a customer-centric approach to build their online stores.

So, how do you build an online store that efficiently supports B2B and D2C ecommerce solutions?



## **This e-book will cover:**

- 1. Understanding the B2B Marketplace**
  - B2B vs. D2C Ecommerce
- 2. Core Challenges of B2B and D2C Ecommerce Brands**
  - Lack of Self-Service Support
  - Time-Consuming Manual Operations
  - Complex Buying Experience
- 3. Main Benefits of B2B and D2C Ecommerce Platforms**
  - Streamlined Workflow
  - Simplicity
  - Enhanced Marketing and Growth
- 4. Fundamental Features To Consider in B2B and D2C Ecommerce Solutions**
  - Integration
  - Ease of Operation
  - Integrated Payment Solutions
- 5. Build an Efficient B2B and D2C Ecommerce Store With k-e-commerce**
- 6. Upgrade From Your Current Ecommerce Platform**
- 7. k-e-commerce Customer Success Stories**
- 8. Final Thoughts: Top B2B and D2C Ecommerce Tools for**

# Understanding the B2B Marketplace

A B2B marketplace is a type of venue that facilitates transactions between businesses. B2B means business-to-business. In simple words, a B2B company sells to another company instead of the end-consumers.

For example, the buying and selling between manufacturers and distributors, wholesalers and retailers, and one brand and another online constitute a B2B ecommerce marketplace.

## B2B vs. D2C Ecommerce

While B2B ecommerce involves trading between online businesses, D2C (direct-to-consumers) ecommerce is when manufacturers sell their products online directly to the consumers.

A D2C marketplace differs from B2C ecommerce as consumers buy from the manufacturers instead of dealing with wholesalers and retailers.

However, whether you're a B2B business or D2C ecommerce brand, your online marketplace should:

- > Be easy to use
- > Provide a personalized experience
- > Assure secure payment solutions



# 2 Core Challenges of B2B and D2C Ecommerce Brands

B2B and D2C ecommerce entrepreneurs face several challenges while developing and managing their online stores, such as:

## Lack of Self-Service Support

Gartner reports that a salesperson takes up about 5% of customers' time during the B2B buyer's journey.

If your ecommerce store — whether B2B and D2C — is set up on an unreliable platform, it becomes challenging to provide your customers with a self-service system. Customers can't access product previews, process insights, and relevant white papers to decide by themselves.

Your customers have to wait for sales representatives to attend to them before they can order. This unnecessary human interaction wastes consumers' time and results in lower customer acquisition and retention rates. Although some B2B sales processes are complex, helping users and customers find information themselves provides a better experience and helps transform your sales team by making them more efficient.

## Time-Consuming Manual Operations

Managing the B2B sales processes through spreadsheets overwhelms the workforce at smaller B2B and D2C ecommerce businesses. Yet, despite this increased difficulty, manual operations cause inefficiencies to the whole process.

Handling processes and recording manually requires another full-time employee who goes through the data to minimize human errors. It, ultimately, increases labor expenses and wastes time better suited for growth initiatives.

## Complex Buying Experience

If your business lacks a B2B and D2C ecommerce model that provides personalization, there will be complications in your workflows, checkout pages, integrated payment solutions, and the overall ecommerce website experience.

A subpar B2B ecommerce model may fail to create custom B2B buying processes and a seamless multi-channel experience, both of which are required for a flexible and smooth website.

# 3 Main Benefits of B2B and D2C Ecommerce Platforms

A reliable B2B and D2C ecommerce platform benefits an online store in multiple ways. It reduces costs, simplifies processes, and increases reach, to name a few.

Market leaders' case studies have highlighted the following key benefits:

## Streamlined Workflow

Using a solid and proven B2B ecommerce solution ensures that your workflow and inventory management are streamlined. As a result, interested buyers can see your products and pricing 24/7 without needing any help from a sales rep.

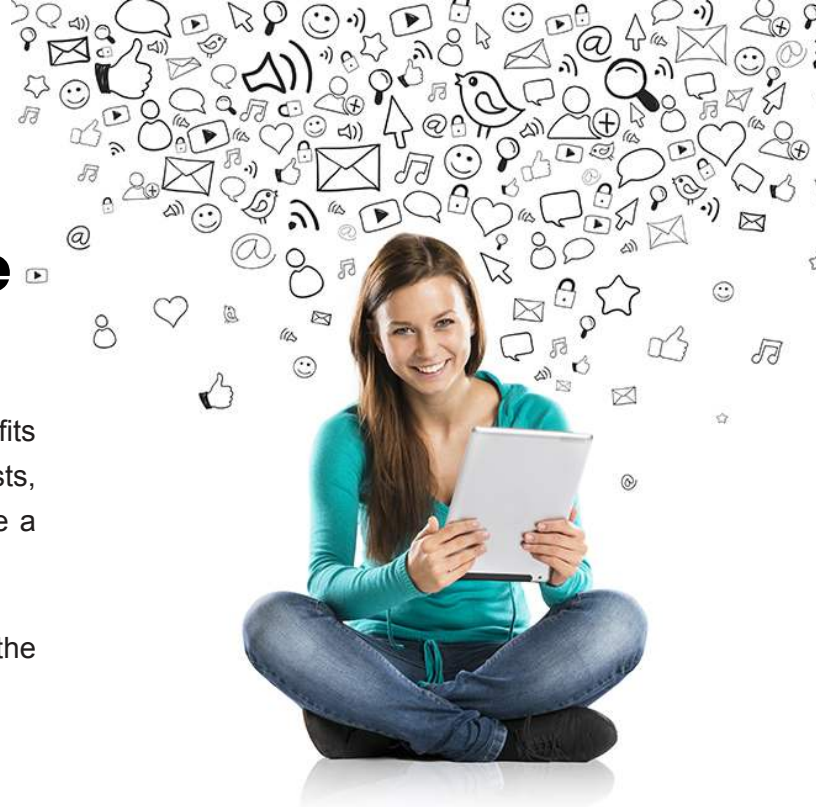
Instead of relying on faxes, phone calls, and Excel spreadsheets to sell to B2B customers, you provide direct access to customers to manage their orders.

Through automation, you can attend to customers' queries and orders efficiently. Also, with fewer manual tasks, you save money spent on labor.

## Simplicity

With the best ecommerce platforms, you'll be able to monitor and manage your B2B and D2C ecommerce customers' needs — orders and queries — in one place.

You're able to automate workflow and streamline the ordering process by giving your customers access to a self-serve system.



## Enhanced Marketing and Growth

Scalability is a crucial advantage of using reliable B2B and D2C ecommerce solutions. With your data stored on clouds, you can start and manage multiple stores without worrying about additional hardware costs.

Due to the reduction in manual and repetitive tasks through automation, you're able to grow your brand quickly.

Furthermore, investing in an efficient ecommerce solution gives you access to omnichannel marketing. It empowers you to sell your B2B and D2C products across multiple channels.

# 4 Fundamental Features To Consider in B2B and D2C Ecommerce Solutions

There are several B2B and D2C ecommerce solutions online. But it can be overwhelming to experiment with every single one to know which one suits your ecommerce business.

Here are the key features to look out for when choosing a suitable platform for your D2C or B2B ecommerce brand:

## Integration

ERP integration is essential when choosing a B2B and D2C ecommerce solution.

ERP (enterprise resource planning) software synchronizes with your CRM (customer relationship management), sales, and analytics tools. As a result, you'll be able to automate tasks, organize records, and easily collect customer data.

Look for a B2B and D2C ecommerce solution that lets you access all of your business tools in one place. Everything your B2B and D2C customers need to purchase, track, and reorder products should be available in the same place.

## Ease of Operation

When planning to start or scale your B2B and D2C ecommerce websites, look for an easy-to-use and flexible solution.

The most efficient B2B ecommerce platforms help you set up a branded online store with organized product catalogs, custom prices, customizable navigation, on-site search, categories, and tags without typing a single line of code.

## Integrated Payment Solutions

The ultimate objective of every ecommerce store is to make a sale. However, if a customer returns from a payment page due to a lousy payment gateway, all your hard work amounts to nothing. That's why you should invest in B2B and D2C ecommerce solutions that provide efficient payment gateways.

The most efficient payment gateways guarantee security and simplify online credit card and merchant website payments.

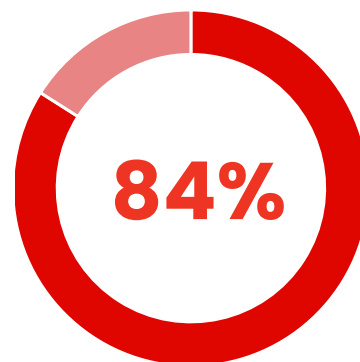
# 5 Build an Efficient B2B and D2C Ecommerce Store With k-e-commerce

According to a B2BecNews survey, 84% of distributors and wholesalers plan to invest in B2B ecommerce over the next 12 months.

## What does it mean for you?

It means that discarding the order-entry portal and adopting an excellent shopping experience like eBay and Amazon's will position your brand for increased online sales and higher brand value.

k-e-commerce has specific features that will set your online store on track to success and help you create a B2B and D2C ecommerce storefront that stands out from the competition.



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Some of these features include:



#### Quick Order Tool:

Eliminates the manual entry process, especially for large orders of 50-200 line items.

- > Customers can upload a spreadsheet of their orders.
- > Buyers who are familiar with your products can quickly place orders to fill their inventory



#### My Latest Orders:

Enables quick reordering. It's excellent for servicing repeat customers.

- > Buyers can view their recent orders.
- > Consumers can update their inventory and shopping cart before they check out.



#### My Frequently Ordered Products:

Customized for each customer to see their order queue.

- > Customers who don't have long orders can easily add the exact items they add to their cart every week.
- > Helpful for buyers that require a regular influx of specific items.

Other special k-e-commerce features include:

- > Quick Search Tool to create categories and subcategories so customers can find the right product in time.
- > Multi-user management tool to automate and review new buyer signups.
- > The ability to deliver personalized marketing experiences in multiple sales channels.
- > Simplified checkout promotions to optimize conversions.
- > Flexible payment options with different payment providers.



# 6 Upgrade From Your Current Ecommerce Platform

If you cannot achieve your business goals and grow your store as you wish, that means you're probably using an incompatible ecommerce platform. It's time for a change.

In other words, you should upgrade to a better B2B and D2C ecommerce solution if the platform you use:

- › Does not support the needs of your business
- › Has become too expensive to maintain
- › Limits your flexibility
- › Inhibits customer service

# 7 k-e-commerce Customer Success Stories

With k-e-commerce solutions, we've been able to effectively solve the challenges of several B2B and D2C ecommerce stores and become their partner of choice. Here's what they say about us:

## John R. White

*"We didn't want the typical web store layout. We wanted more of a product listing, with standard order quantities and customer-specific pricing, where they could quickly key in and submit their order."*

– David Harris, President.

### Problem:

- › Poor user experience
- › Manual order and data entry
- › Low performance and security

### k-e-commerce solutions:

- › Integration to Dynamic GP eliminated manual order entry and data management, saving John R. White time and money.
- › Increased sales and positive feedback.
- › Seamless customer experience through customization and a self-service setup.

[Read the full story](#)





## Toolway

*“With the integration to SAP, we save a lot of time and money, even while we have more customers using the site.”*

– Jimmy Berdousis.

### Problem:

- › Broken integration – stuck orders, duplicate entries, and multiple errors
- › Complicated checkout system
- › Limited product listing
- › Difficulty in website update, requiring third-party support

### k-commerce solutions:

- › With the ERP integration, every order appropriately synchronized between the web store and SAP Business One, saving time and money.
- › Simplified one-page checkout and rich multimedia product catalog have resulted in increased website visitors.
- › Nearly doubled Toolway’s previous order volume.

[Read the full story](#)



## Dietzgen

*"A good website means my phone doesn't ring and my email doesn't ping! They have all the answers they need."*

– Mark Friedman, Marketing Director.

### Problems:

- › Product offerings included thousands of different SKUs (stock-keeping units) for categories in other locations.
- › Customer relationships and product information were highly individual and personalized for each client.
- › Dynamics GP system lacked product specification functionality, so 80% of product information was entered manually.

### k-commerce solutions:

- › Significantly shortened Dietzgen's sales cycle with ERP-integrated k-commerce web store. In addition, customers have instant access to crucial buying decision info, making it that much easier to close the sale.
- › Allowed Dietzgen to expand its business to new customers and launch new products more efficiently.
- › k-commerce platform's flexibility was able to adapt to two acquisitions that significantly changed Dietzgen's business model.

[Read the full story](#)



# 8 Final Thoughts: Top B2B and D2C Ecommerce Tools for Your Online Store

Every B2B and D2C ecommerce website deserves massive brand growth and revenue. It is, however, made possible with the right platform that enhances customer acquisition, satisfaction, and retention.

k-commerce is the B2B/D2C ecommerce platform you need to stay ten steps ahead of your competitors.

Watch our 20-minutes demo now to see for yourself.

[Watch demo](#)



## About k-e-commerce

k-e-commerce is mdf commerce's platform for SMBs, providing all-in-one ecommerce and digital payment solutions integrated to Microsoft Dynamics and SAP Business One.

k-e-commerce simplifies and accelerates online growth, offering a complete omnichannel ecommerce solution supporting both B2B and B2C engagement.

## Strengthening Our Market Position

By combining k-e-commerce and Orckestra, mdf commerce is strengthening its market leadership position in the digital commerce landscape.

- ▶ The Orckestra headless commerce platform is designed to serve the complex needs of enterprise-level retailers and global brands as they unify omnichannel operations and shopping experiences online or in-store.
- ▶ k-e-commerce provides SMBs with intuitive, all-in-one ecommerce and digital payment solutions that seamlessly leverage ERP data for automation, security and speed.

Contact us today for more information.

[www.k-e-commerce.com](http://www.k-e-commerce.com)