

# TREND REPORT: MAKING B2B E-COMMERCE A COMPETITIVE ADVANTAGE



# OVERVIEW

In today's business environment, effective e-commerce platforms are key to creating a compelling competitive advantage. Modern business survival hinges on positive customer experience, effective integration and cross-selling, sales insights and support, and more - all of which are possible with the right e-commerce platform.

We heard from respondents with the following titles: CMO, CIO, Principal Engineer, VP Customer Experience, COO, and VP of Technology. This survey outlines the pivotal role of e-commerce platforms and how they can be leveraged to gain a competitive edge. E-commerce platforms cater to the desires of consumers with evolving needs, leading to increased revenue and improved customer satisfaction. We've identified key components of effective e-commerce platforms and strategies for their future optimization.



# KEY FINDINGS



**90%** of respondents consider e-commerce essential in increasing sales and customer retention.



**25%** of respondents consider integration with other systems a key challenge with their current e-commerce platform.



Over half of respondents say their current system fails at providing personalized engagement for customers and cross-selling with relevant product recommendations.



The top 3 priorities to improve sales performance and customer experience in the next year are digital CX, business intelligence, and A.I./ML initiatives.



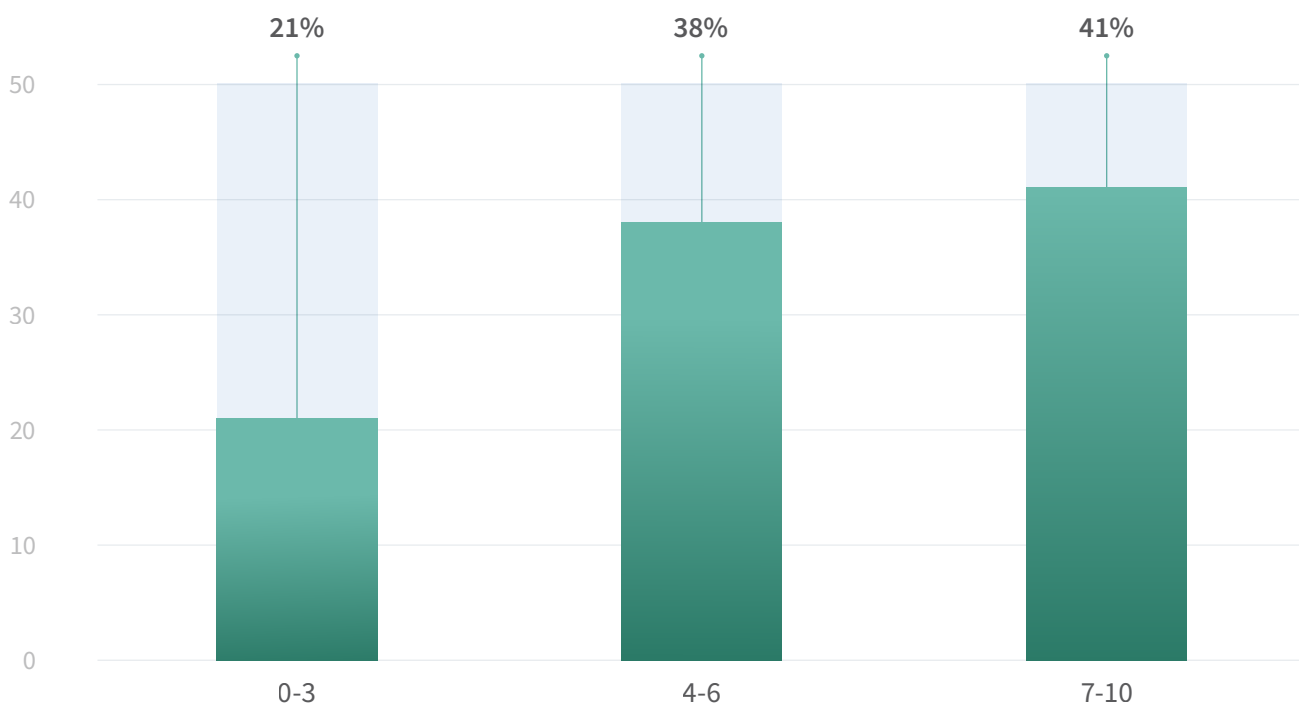
# SURVEY TRENDS

**59% of respondents would NOT recommend their current platform.**

(Q) On a scale of 0 to 10, how likely are you to recommend your current e-commerce platform to a friend or colleague?

0 = would not recommend

10 = would definitely recommend



**90% of respondents consider e-commerce fundamental for increasing sales and customer retention.**

(Q) How would you rate the importance of e-commerce in increasing your sales and customer retention?

2%

Not important

8%

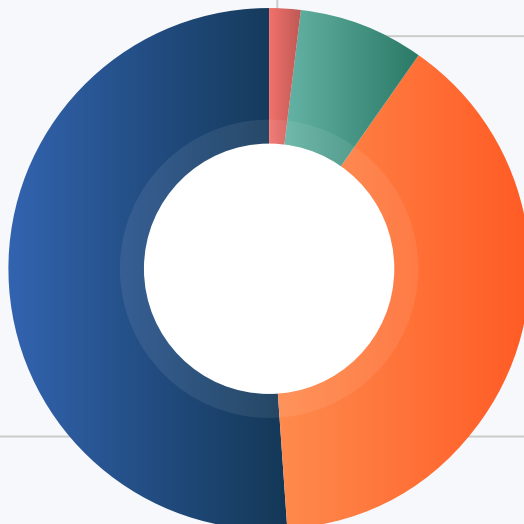
Slightly important

51%

Very important

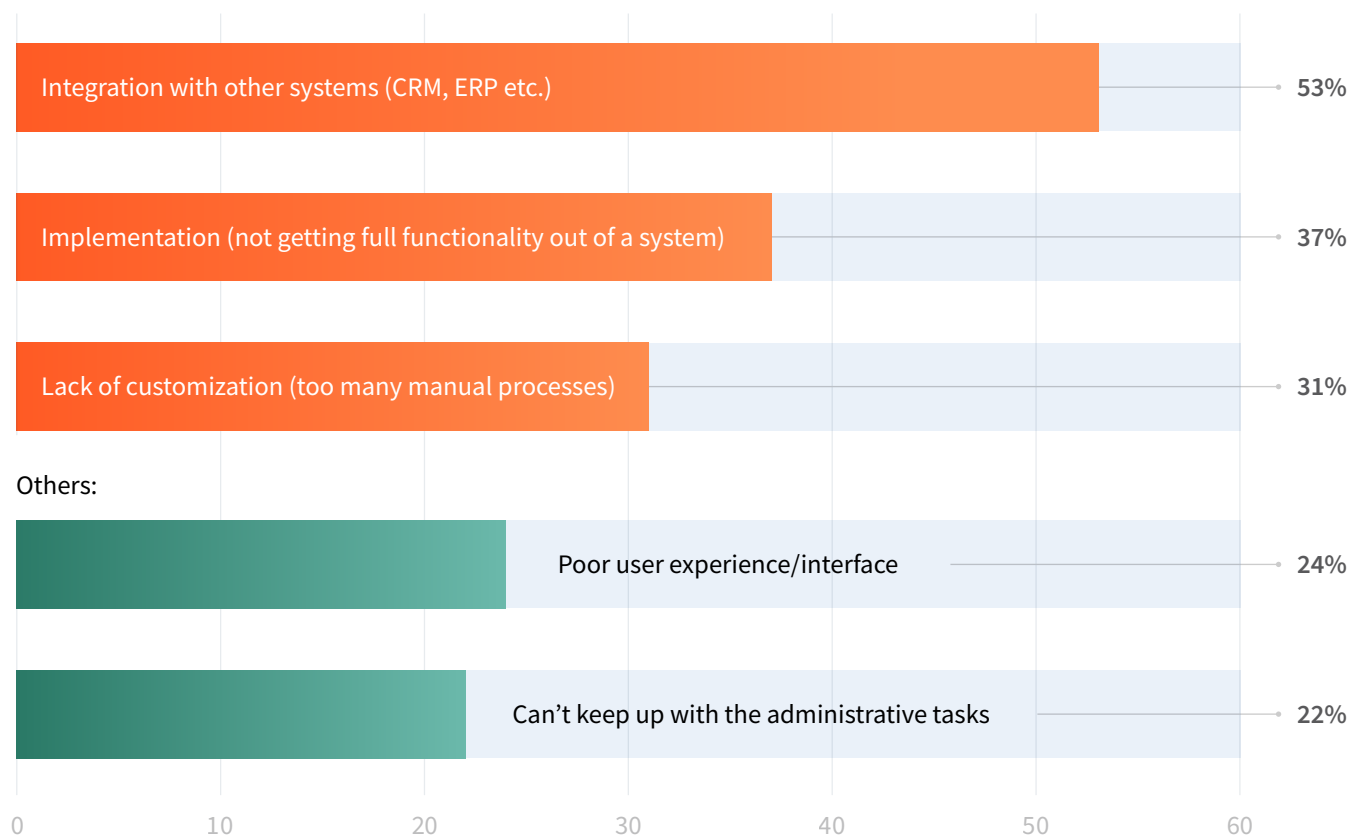
39%

Important



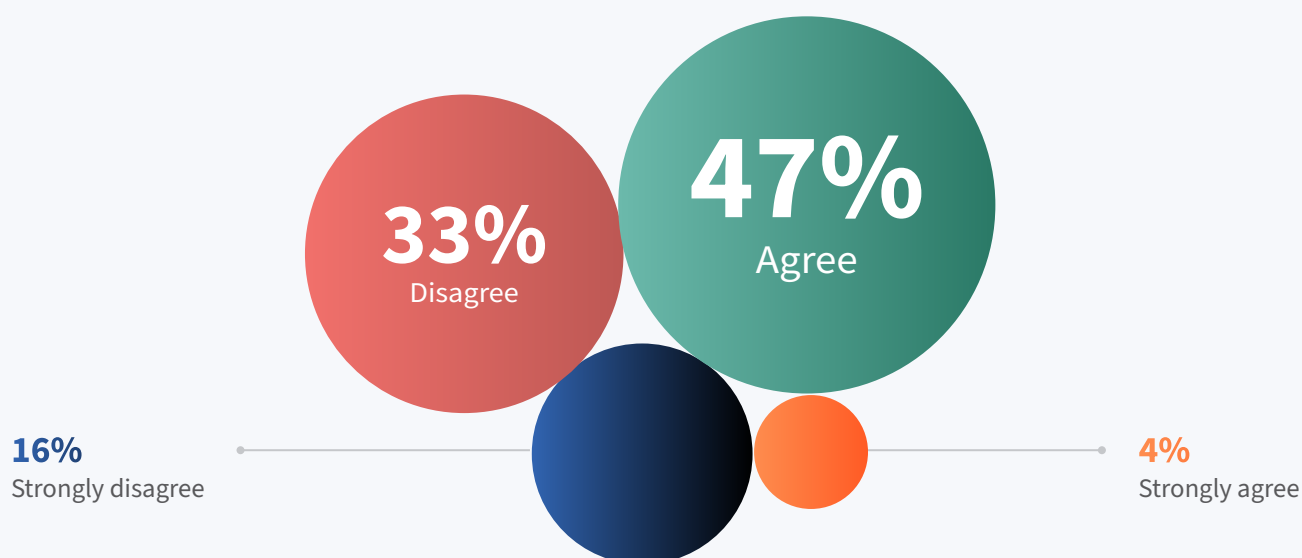
**The most significant challenges with existing platforms are system integration, lack of full functionality upon implementation, and excessive manual processes.**

(Q) What are your biggest challenges with your current e-commerce platform? (check all that apply)



**Nearly half of respondents say their current e-commerce platform does a poor job providing a personalized experience for their users. Of those, almost a third (32%) strongly agree, showing there's much more work to be done when it comes to personalization.**

(Q) How would you respond to the following statement? Our e-commerce system does a good job of providing personalized engagement for customers so they only see what is relevant to them.



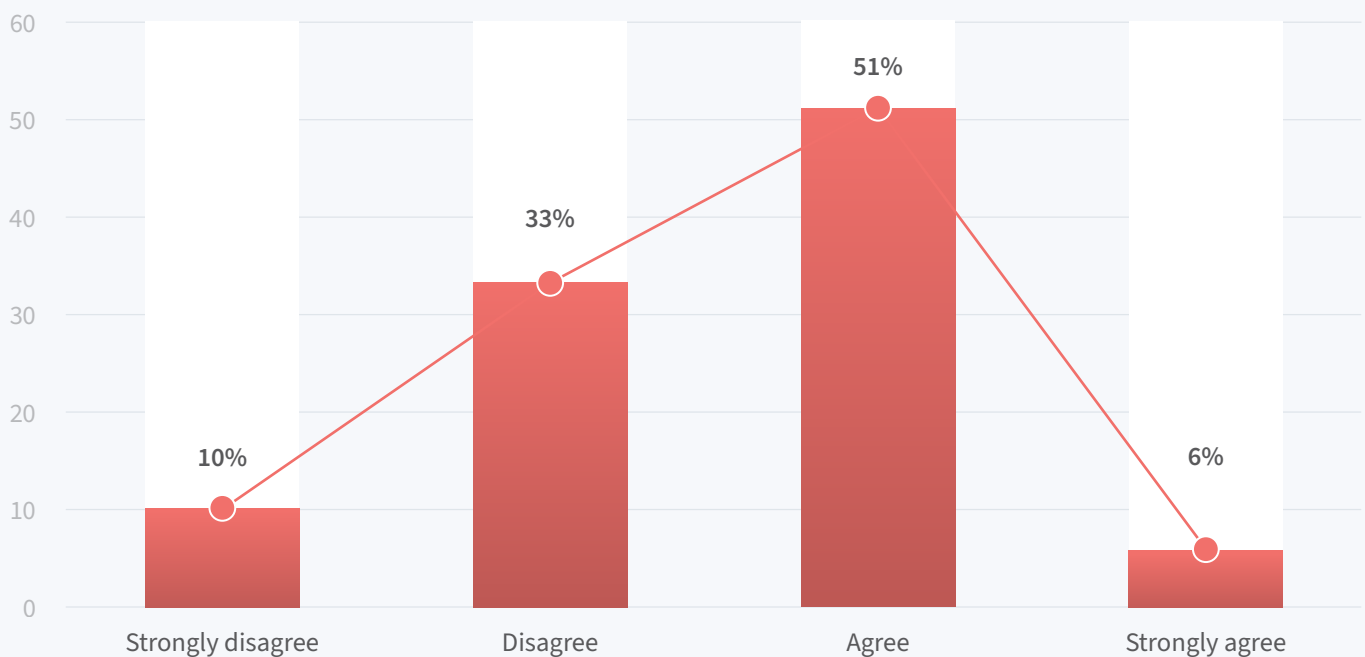
**Disappointingly, the majority (51%) of those surveyed stated their e-commerce platform doesn't offer relevant cross-sell recommendations.**

(Q) How would you respond to the following statement? Our e-commerce system helps us cross-sell by recommending relevant products.



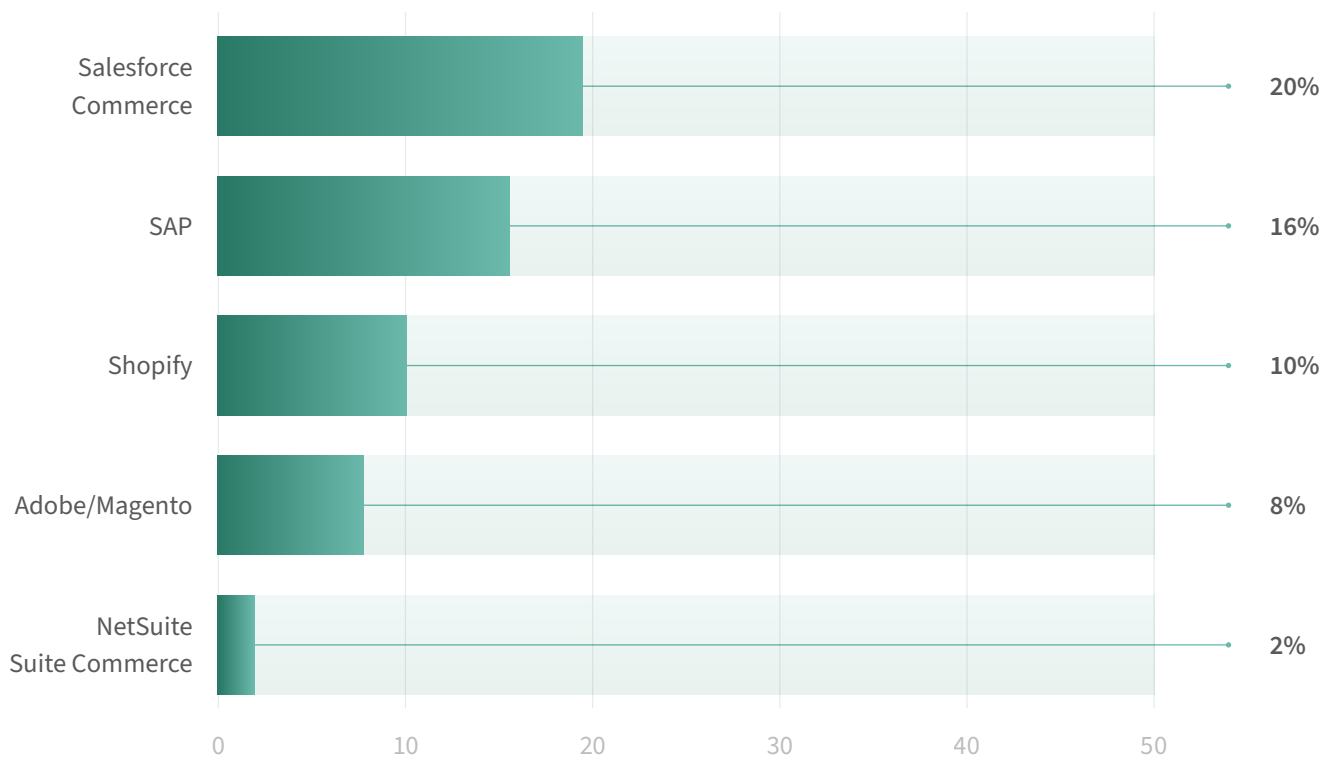
**A significant percentage of survey respondents (43%) indicated their e-commerce platform does not do a good job of supporting customers and reducing non-sales activities for the sales team.**

(Q) How would you respond to the following statement? Our e-commerce platform does a good job of supporting customers and reducing non-sales activity for our sales team.



## Salesforce Commerce is among the popular choices for e-commerce vendors, with a wide variety of others listed.

(Q) Which vendor provides the basis for your e-commerce platform?



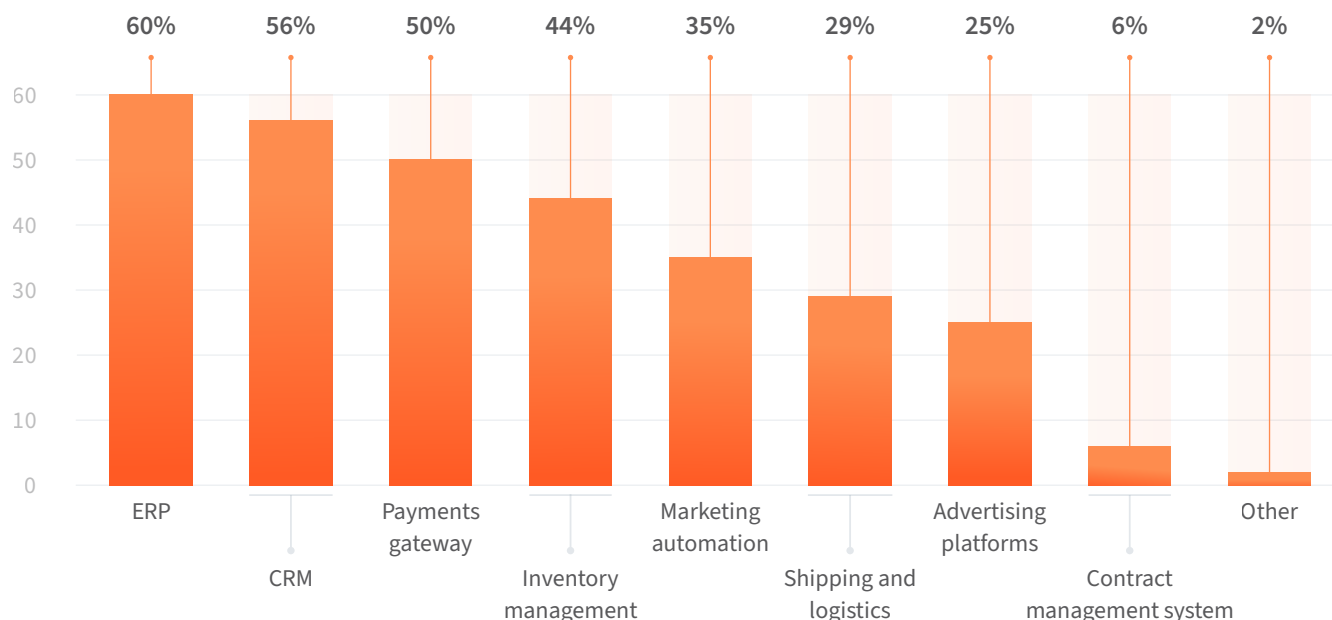
## Respondents indicated their current systems do not effectively reflect accurate inventory data, engagement and intent data, or allow for custom quote management.

(Q) On a scale of 1 to 5, rate how effectively your current e-commerce platform and systems do the following:

|                                    | 1<br>not effectively | 2   | 3   | 4   | 5<br>very effectively |
|------------------------------------|----------------------|-----|-----|-----|-----------------------|
| Reflect accurate inventory data    | 26%                  | 12% | 24% | 28% | 12%                   |
| Provide engagement and intent data | 24%                  | 14% | 36% | 24% | 2%                    |
| Custom quote management            | 24%                  | 12% | 46% | 18% | 2%                    |
| Catalog updates                    | 20%                  | 12% | 34% | 26% | 10%                   |
| Custom price lists                 | 18%                  | 14% | 32% | 32% | 6%                    |

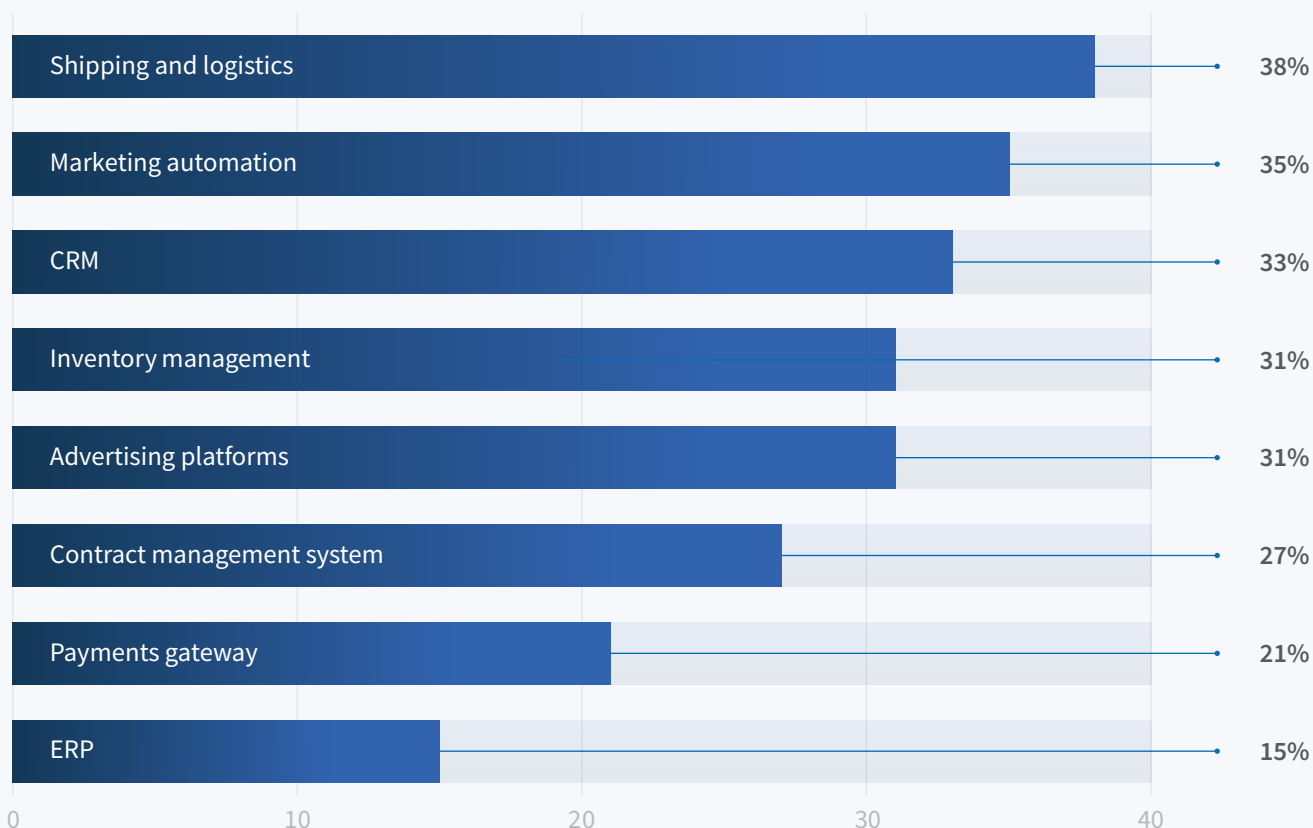
**Most common system integrations within e-commerce platforms are ERP (60%), CRM (56%), payments gateway (50%), and inventory management (44%). Only a quarter of companies surveyed have an integrated advertising platform and less than a third integrate shipping & logistics (29%).**

(Q) What systems are integrated with your e-commerce platform? (check all that apply)



**The top e-commerce system integrations currently on C-suite wish lists are shipping & logistics, marketing automation, and CRM.**

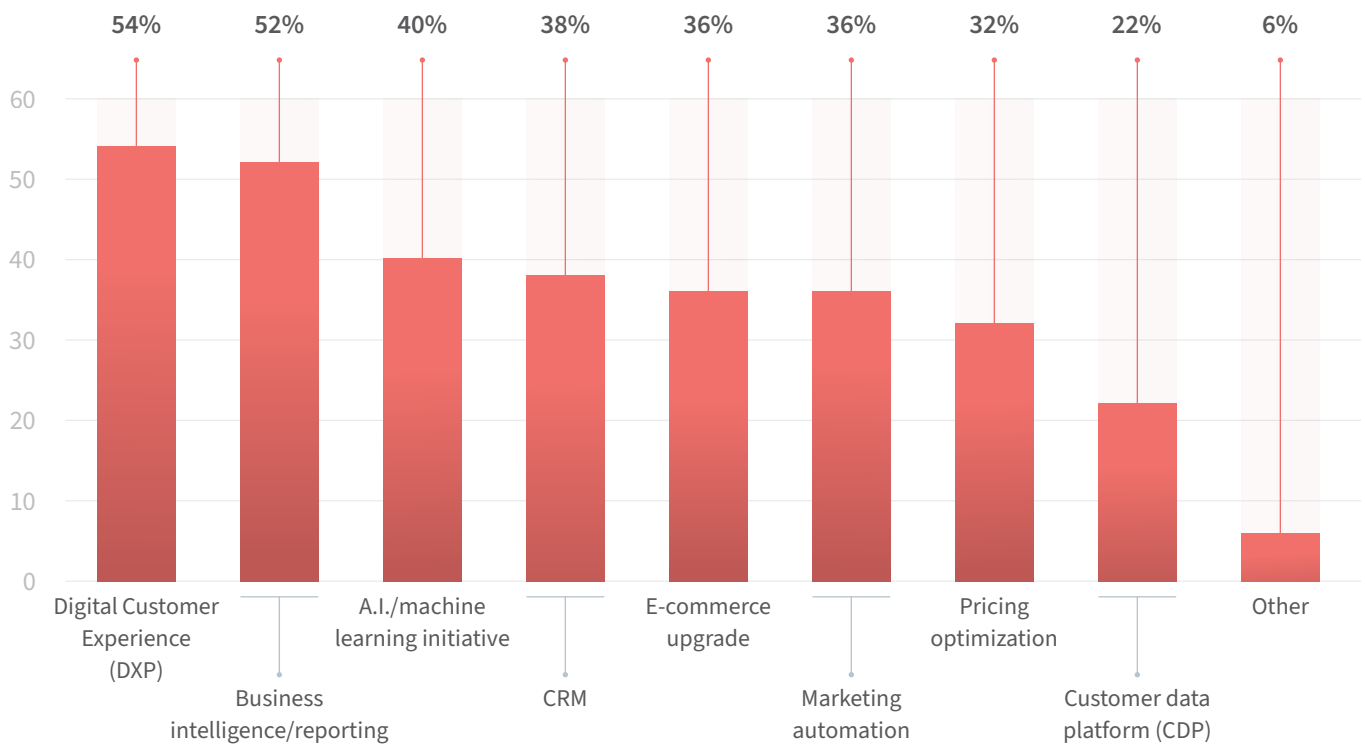
(Q) What systems would you like to integrate with your e-commerce system?





## In the next 12 months, most companies will focus on digital customer experience and business intelligence.

(Q) In the next 12 months, what will your company focus on to improve sales performance and customer experience?



## About Dunn Solutions

Dunn Solutions is Customer Experience and Analytics consultancy providing digital transformation with real returns on investment. Our skilled team of designers and developers deliver well-architected customer experience solutions which automate and delight customers. Our digital solutions teams leverage the latest DXP, e-commerce, portal, marketing automation, digital marketing, SEO, and mobile technologies to achieve business objectives.

Our advanced analytics solutions help our clients leverage data to better drive decision making which results in higher profits. This includes solutions utilizing BI software deployments, data warehouse, data lake design and implementation, dashboards and performance management to machine learning, AI, and predictive analytics.

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## About Canam Research

Since 2015, Canam Research has partnered with technology companies to conduct research projects to understand the challenges and needs of companies in every business sector. Our research has uncovered what companies think about business, economic, and technological trends. This means Canam Research clients can communicate about what matters because of our research.

Canam Research collects data using quantitative and qualitative methodologies via survey.

The data for this trend report was collected August through October of 2023 targeting the B2B industries in manufacturing, retail, hospitality, business services, and energy, utilities and waste through email invitation.

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