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Once you  
know how...

## Creating B2C-style experiences for B2B customers: A Toolstream case study

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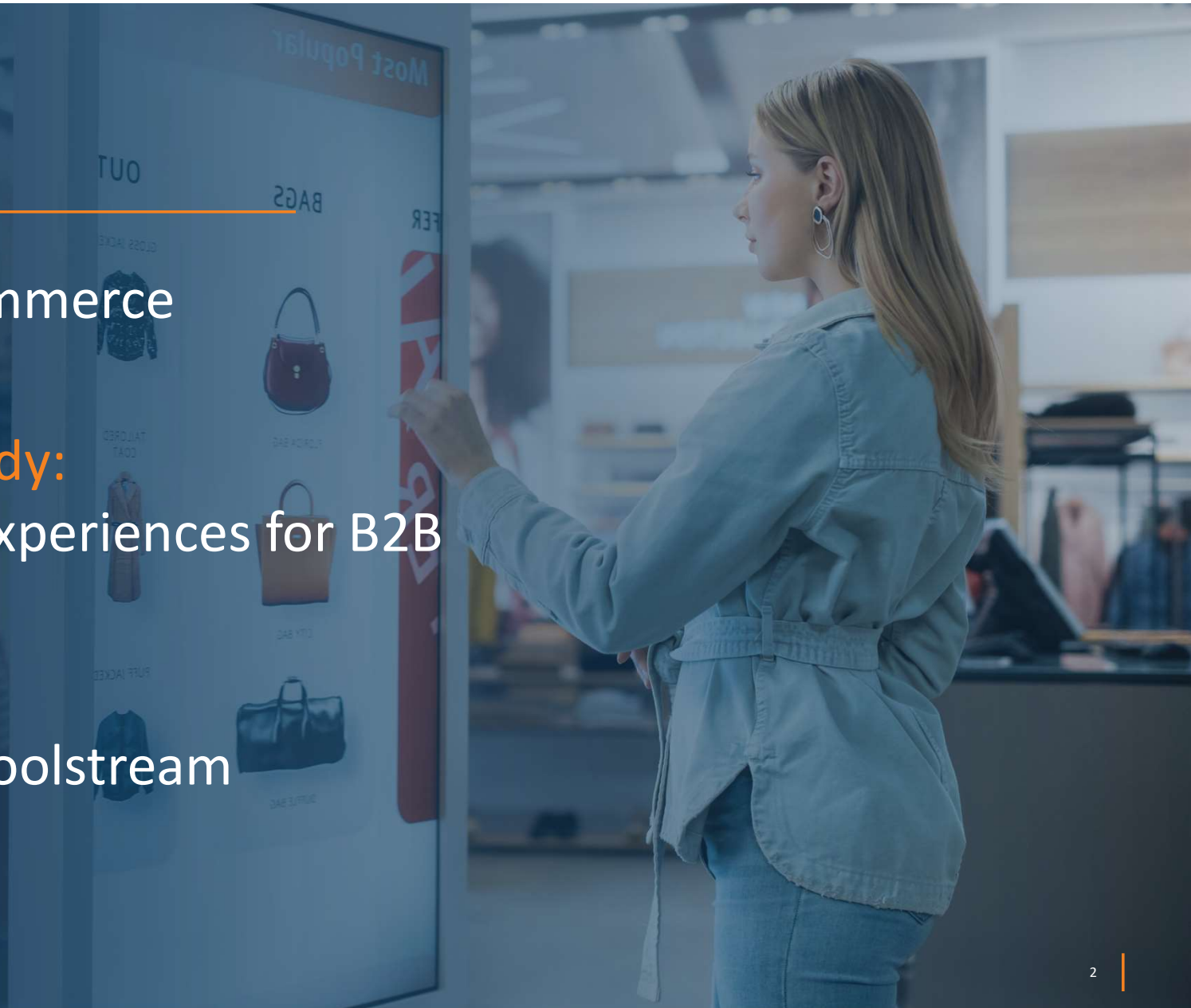
7 November 2023



# Agenda

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- The **state of B2B** commerce
- **Toolstream case-study:**  
Creating B2C style experiences for B2B customers
- **Fireside Q&A** with Toolstream



B2C-style Experiences for B2B customers

## Presenters

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Optimizely

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**Tina Nelson**

Product Strategy Director, Optimizely

Columbus

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**Rob Watson**

Senior Advisor (Digital Commerce),  
Columbus

Toolstream

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**Ruth Richards**

Head of Marketing



**Nathan Doel**

Technical Project Manager



Next Up

**Tina Nelson**



Product Strategy Director  
Optimizely



Opticon 2023

# Market Trends



# Economic headwinds impacting B2B growth



## **Rising Inflation**

Increasing costs fall on end customers leading to increased market competitiveness



## **Labor Challenges**

Difficult to source and retain critical CSR and sales roles to deliver high-touch service



## **Supply chain disruptions**

Unpredictable product inventory and decreased order fulfillment lead to lost sales



## **Increased Digital Expectations**

Need to invest in digital savvy purchasing channels

# B2B surpassed B2C in eCommerce Sales



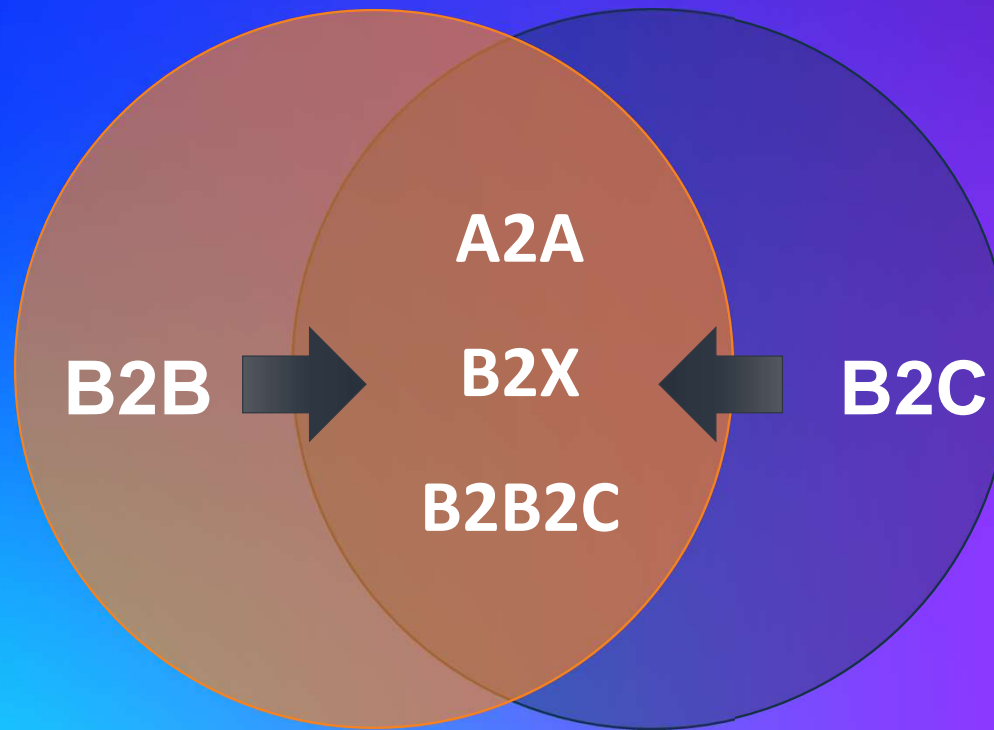
<https://www.linkedin.com/pulse/global-e-commerce-market-summary-q1-2023-b2b-b2c-sectors-beqiri-1e/>

# B2B & B2C Converging

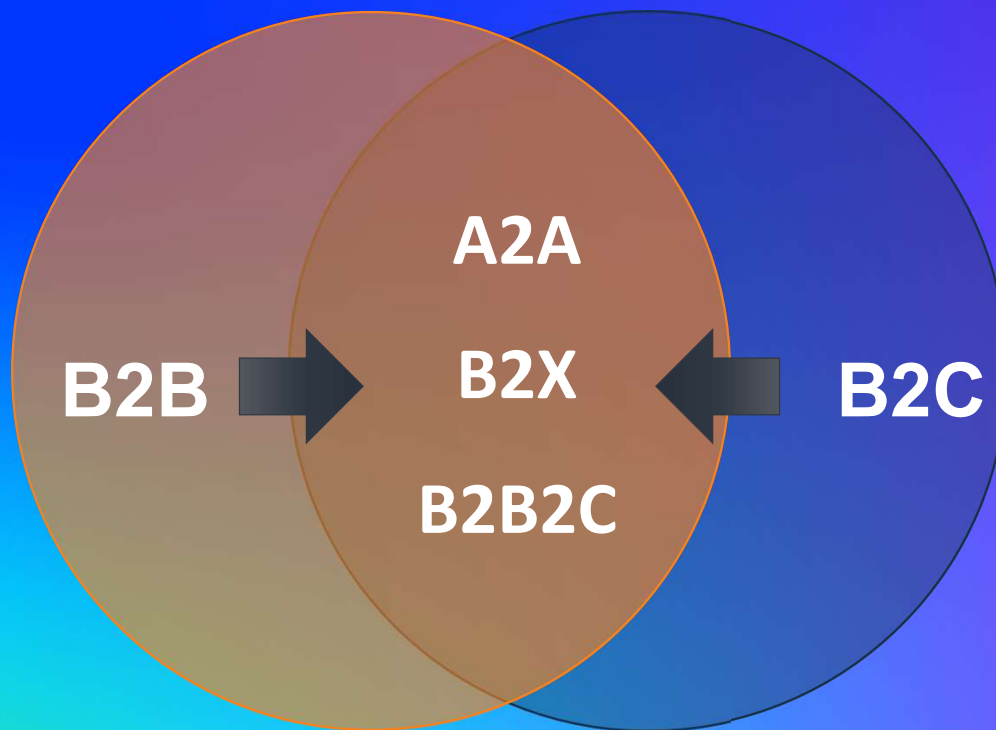




# B2B & B2C Converging



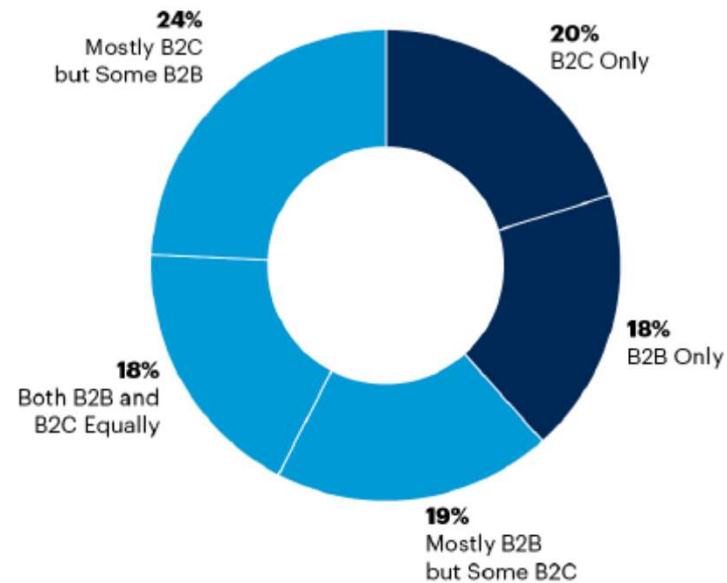
# B2B & B2C Converging



## Why?

- Building relationships is key
- Customer Data
- Competitive pressures
- Grow customer base...efficiently

### Use of B2B and B2C Commerce Business Models



n = 88 members (research circle plus external circle)

Q. To whom does your organization sell via digital commerce?

Source: Gartner Research Circle Digital Commerce State of the Union 2019 Survey

729073\_C

Gartner

**61%** engaged  
in both B2B and B2C  
digital commerce

Citation:  
Gartner, *Survey Analysis: 9 Key Trends in Digital Commerce Adoption*, Mike Lowndes, 23 September 2020.

#### Objectivity disclaimer:

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# Connecting with Your Customers



Customers have  
so many  
choices...







## Personalization Is Key to Winning Business

■ Consumers ■ Business Buyers



# State of Personalization

Buyers expect you to understand them...

**83%**

of B2B buyers believe personalization enhances their purchasing experiences

**56%**

of B2B decision-makers believe it's critical to personalize their buyers journey

**65%**

of B2B buyers feel vendors aren't demonstrating an adequate understanding of their needs

# State of Personalization

And when it comes to revenue impact...

**79%**

of businesses that  
exceed revenue goals  
have a documented  
personalization strategy


**1.4x**

Personalization in B2B  
sales can lead to  
revenue growth



**Thank you!**



A blue-tinted photograph of two women from behind, walking through a clothing store. The woman on the left has long blonde hair and is carrying two large white shopping bags. The woman on the right is wearing a white straw hat with a dark band and a denim jacket, also carrying a white shopping bag. They are surrounded by racks of clothes in the background.

## Toolstream Case Study:

# Creating B2C style experiences for B2B customers

## B2C-style Experiences for B2B customers

# Toolstream Introduction

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- Multi-brand supplier of over 6000 hand & power tools, operating in the UK and Europe
- Exceptional customer support is a differentiator – the new website needed to align with their personal-touch approach.
- B2B Portal acts as a full-service end-to-end portal for eCommerce, pre & post sales support, and media hub for Toolstream's customers to operate efficiently.

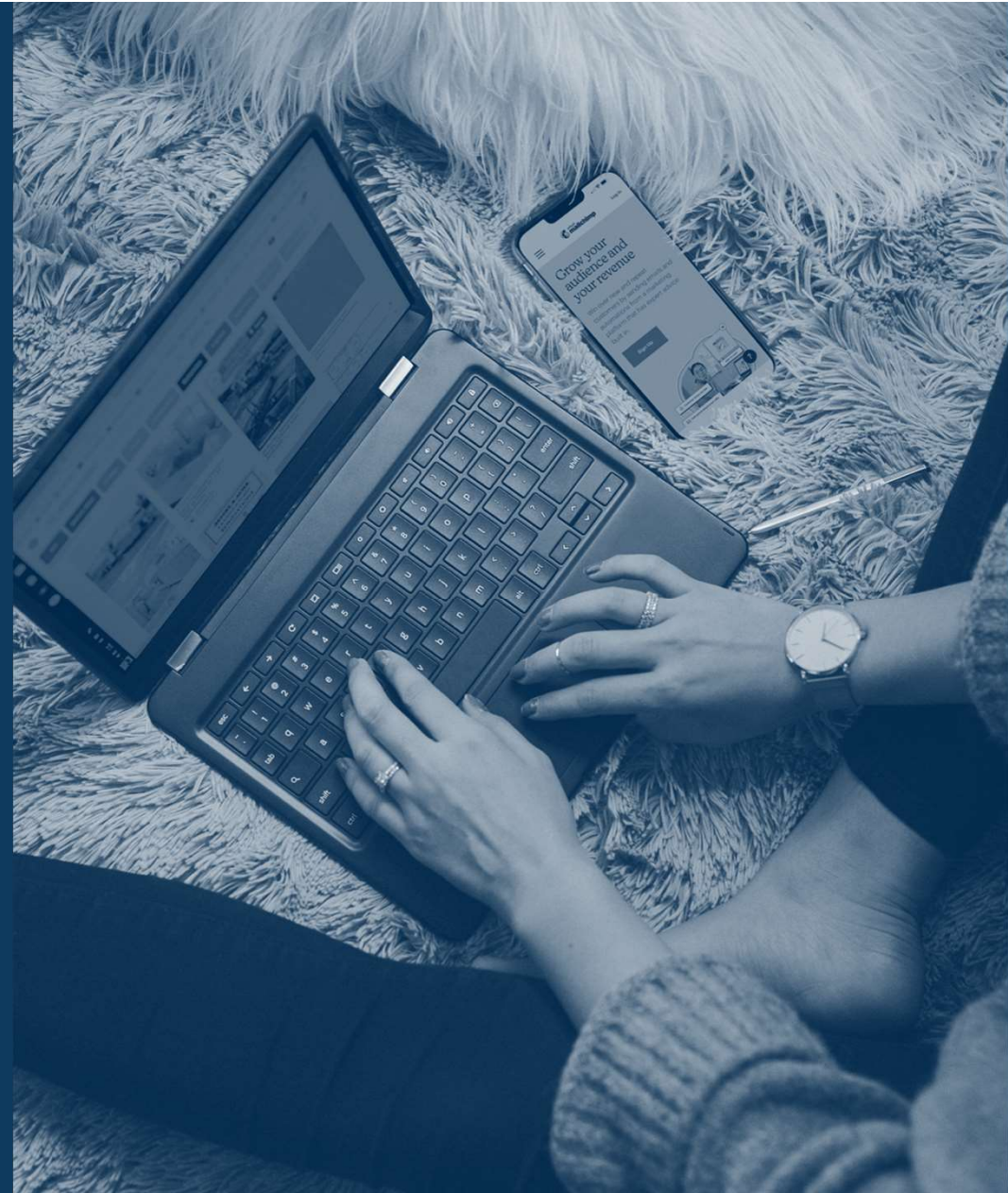
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## B2C-style Experiences for B2B customers

# Driving Success – Capabilities

- **B2B Portal** – Not “just” products online to buy: enhanced self-service tools and streamlined experiences
- **Highly Personalized** – Curated product lists, job-role specific content, real-time stock and pricing
- **Data-Driven** – Integration is key. The right information, in the right place, at the right time
- **Friction-free UX** – The success of a B2B platform is 100% down to adoption. Make sure your customers are comfortable and the experience is intuitive
- **It's a Balancing Act** – between Engaging & Distracting: Help me do my job, don't make it harder!







## B2C-style Experiences for B2B customers Sell where customers buy

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By 2025

80%

of B2B sales interactions between  
suppliers and buyers will occur in  
digital channels

Gartner Future of Sales 2025 report



## B2C-style Experiences for B2B customers

# Obsess over Customer Data

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# 60%

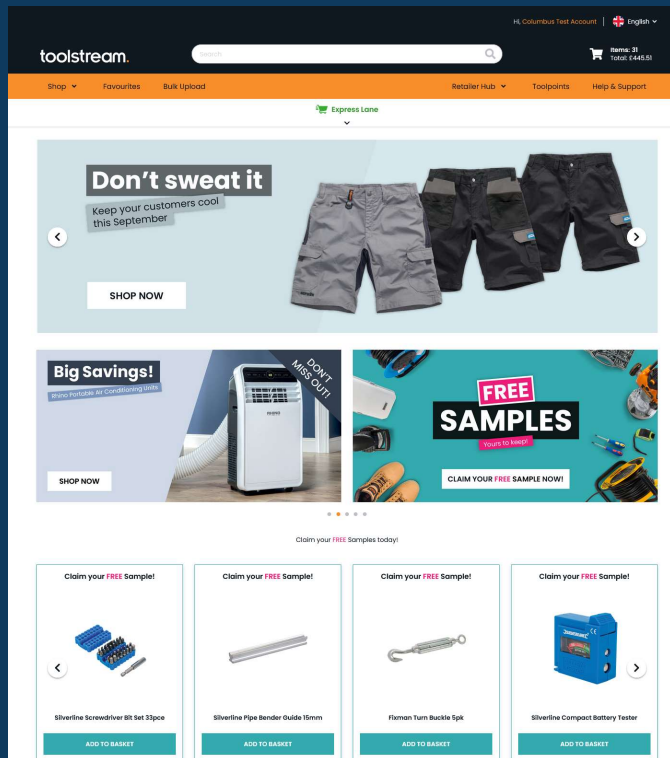
of B2B sales organisations will transition from experience- and intuition-based selling to data-driven selling, merging their sales process, applications, data and analytics into a single operational practice

Source: The Future of Sales in 2025: A Gartner Trend Insight Report



# B2C-style Experiences for B2B customers

## B2B Commerce



Omni Product Recs

Request Samples

Upsell Recommendations

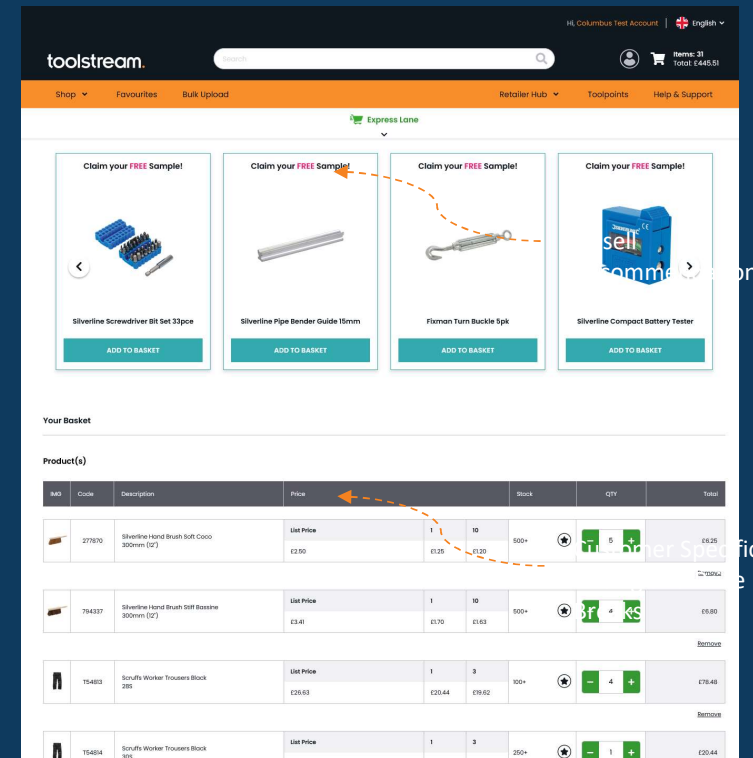
Customer Specific Ranges

Price Breaks

Ordering Matrix

Upload Orders

Quick Buy



# B2C-style Experiences for B2B customers

## B2B Portal

Invoices

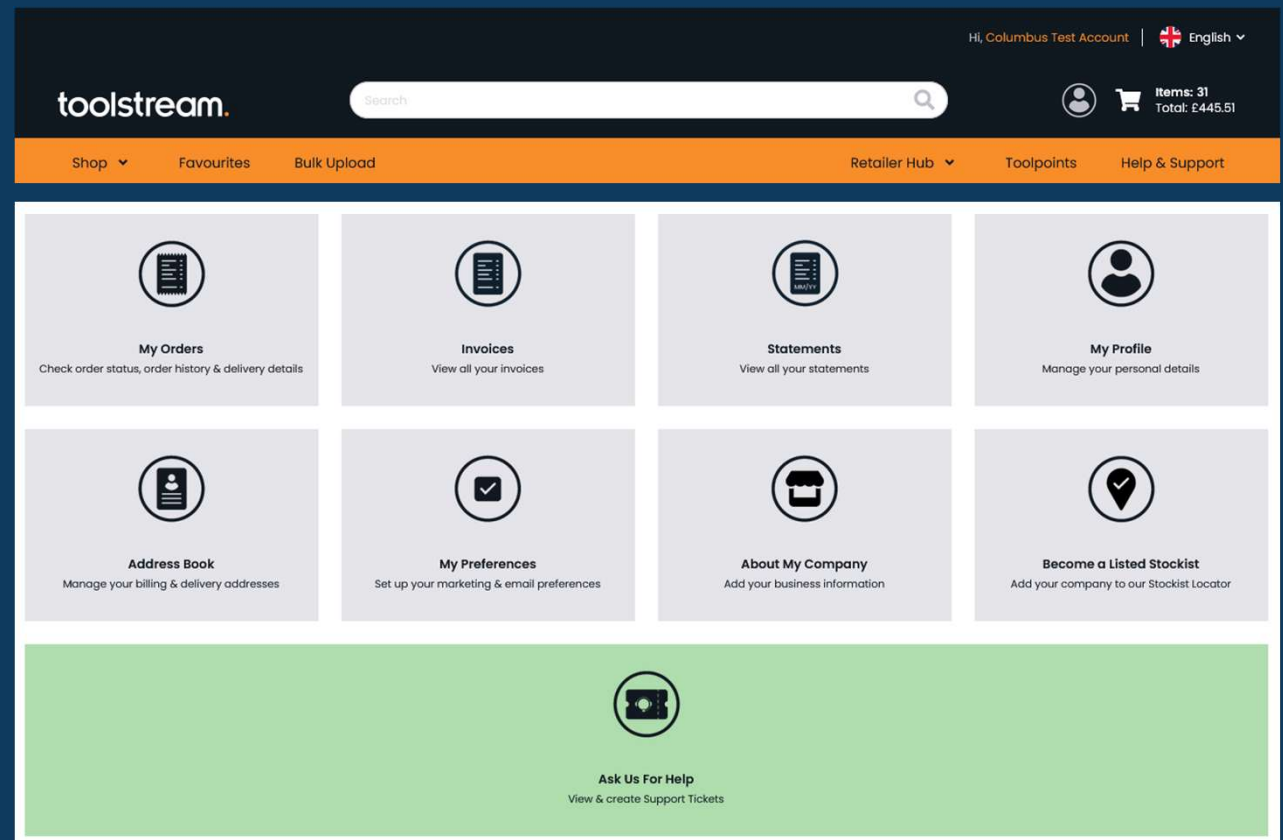
Statements

Previous Orders

Locations & Preferences

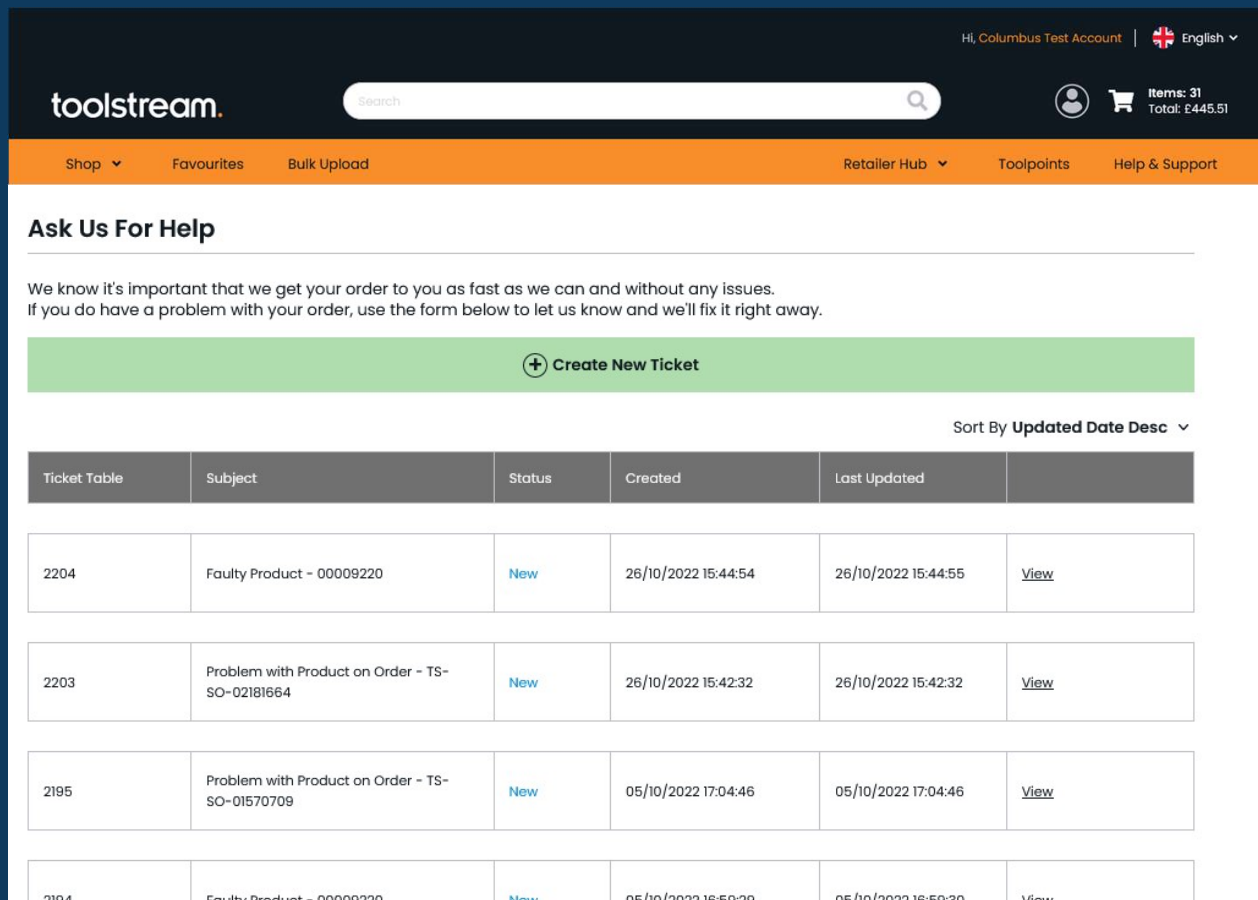
Stockist Details

Company Details



# B2C-style Experiences for B2B customers

## Modern Customer Support



Hi, Columbus Test Account | English

toolstream. Search

Shop Favourites Bulk Upload Retailer Hub Toolpoints Help & Support

### Ask Us For Help

We know it's important that we get your order to you as fast as we can and without any issues. If you do have a problem with your order, use the form below to let us know and we'll fix it right away.

[+ Create New Ticket](#)

Sort By **Updated Date Desc**

Ticket Table	Subject	Status	Created	Last Updated	
2204	Faulty Product - 00009220	New	26/10/2022 15:44:54	26/10/2022 15:44:55	<a href="#">View</a>
2203	Problem with Product on Order - TS-SO-02181664	New	26/10/2022 15:42:32	26/10/2022 15:42:32	<a href="#">View</a>
2195	Problem with Product on Order - TS-SO-01570709	New	05/10/2022 17:04:46	05/10/2022 17:04:46	<a href="#">View</a>
2194	Faulty Product - 00009220	New	05/10/2022 16:59:28	05/10/2022 16:59:30	<a href="#">View</a>

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Single Sign-on

Seamless Experience

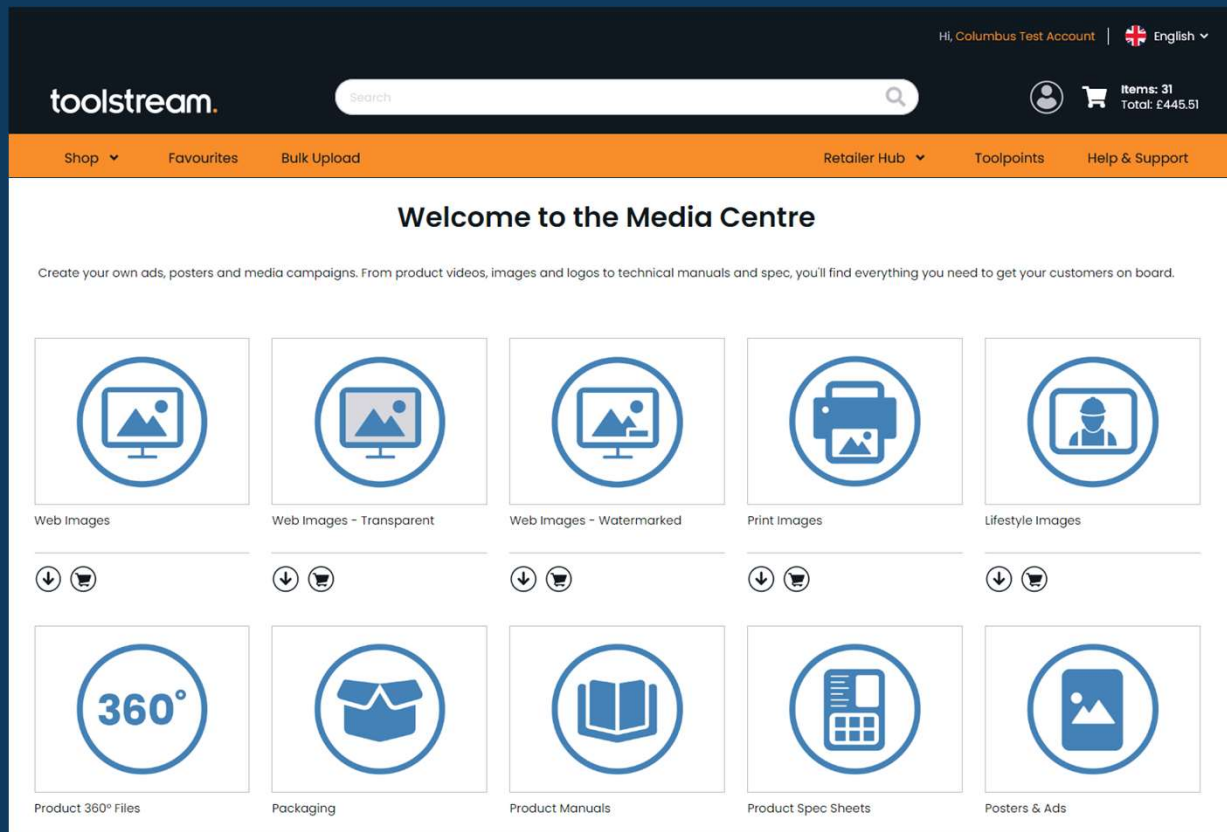
Omnichannel Service

Centralised Ticketing

White labelled Ticketing

## B2C-style Experiences for B2B customers

# Retailer Hub



Omni Product Recs

Request Samples

Upsell Recommendations

Customer Specific Ranges

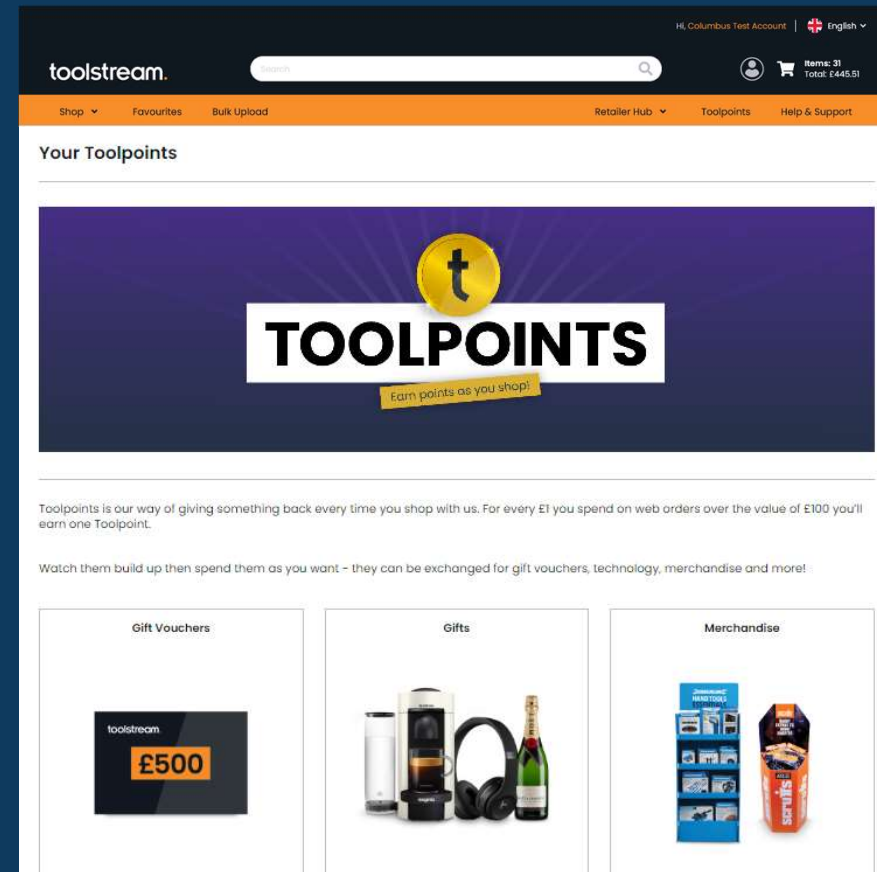
Price Breaks

Order Matrix Option

Quick Buy

B2C-style Experiences for B2B customers

# Non-Stop Loyalty : Giving back to the Buyer





B2C-style Experiences for B2B customers

## One Final Thought – Blow up Experience!

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