



5 Trends

Shaping Personalized and Connected Experiences

 Unlock your digital
commerce success





Executive summary

With commerce now almost entirely digital-first, the roles and expectations of both seller and customer are rapidly being redefined.

Today's customers demand a highly personalized, unique shopping experience. To succeed in this uber-competitive market, brands need to understand their customers at an individual level and ensure a customized experience throughout the user journey.

In addition, it's now more critical than ever for consumer-packaged goods (CPG) and fast-moving consumer good (FMCG) manufacturers to deliver a personalized, intelligent, data-rich commerce experience.

To help meet these demands, we've rounded up the **top five commerce trends** to assist suppliers and vendors in deciding where best to put their attention and investment.

Today's customers demand a highly personalized, **unique shopping experience.**



The B2B ecommerce market is projected to reach a value of **\$20.9 trillion by 2027, at a CAGR of 17.5%.**

Research and Markets, 2020

Every **experience** matters

Your customers are one of the most critical assets in the success of your business-to-business marketplace. In today's digital landscape, your business is always open, and the growth of your brand directly correlates to providing your customers with a great retail experience.

By leveraging data strategically throughout the commerce experience, you can improve conversion rates, grow average order size, and increase cross-sell and upsell opportunities.

And, when you create a positive, holistic, engaging, and memorable experience, you will

earn your customers' loyalty, increase retention, and inspire referrals – all of which directly impact your bottom line.



The **growth** of your brand directly correlates to providing your customers with a great retail experience.



01 Forge connections through **personalized** commerce

Personalization is about the formation of connections. It's about showing customers that you truly get them. And B2B ecommerce platforms help retailers do just that: by creating a seamless online experience, you can connect with online customers and meet their needs quickly and efficiently.

A B2B ecommerce platform is more than just a tool to list products and accept payments. It serves as a command center where you can control every aspect of your sales and commerce operations, from marketing to customer support, to drive sales and fulfill orders no matter where your buyers are located.

By utilizing a B2B ecommerce platform, vendors and suppliers can also customize their connection with customers through personalized marketing messages and branding, as well as a direct channel for customer support. This level of personalization allows retailers to modernize and take control of the ecommerce experience, resulting in a more engaging shopping experience.

By utilizing a B2B ecommerce platform, vendors and suppliers can customize their **connection with customers.**



02

Add **transparency** and empowerment into every digital experience

Customers today have the power to shop anytime, anywhere, and switch to alternative options if their desired item is out of stock. This level of convenience and empowerment is made possible through the use of ecommerce platforms and mobile apps, allowing customers to shop on their own terms.

Retailers can easily cater to the needs of their customers, suggesting alternatives when items are out of stock, and providing flexible delivery.

Transform digital experiences and begin to:



Provide transparency and real-time visibility into orders and shipments



Deliver insights into which products are the biggest sellers or trending up



Improve customer satisfaction by sharing order visibility and the full range of products available



Support the growth of partners by improving supply chain efficiencies and asset utilization



Impact cost savings for customers and partners!

Digital commerce platform solution

Retailers can quickly meet their shoppers online and build a robust ecommerce presence. Brands gain an edge to collect crucial customer insights. Such insights enable brands to perpetuate brand loyalty using intelligent merchandising, payments, and customizable content along with a connected experience through fulfillment and delivery.





03

Drive your business forward with **data** insights

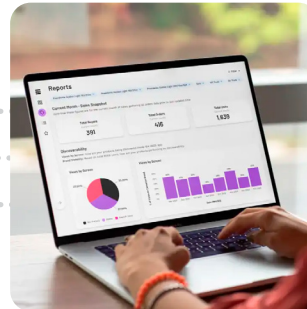
Ignoring behavioral and transactional data means retailers miss out on opportunities for powerful, revenue-boosting personalization.

Retailers can gain a number of benefits by harnessing the power of data insights:

Product suggestions and upsells

Personalized promotions

Behavioral and transactional data to create optimal buying experiences



Dynamically adjusted pricing based on predictive recommendations

Best-fit-in-store promotions based on mobile or digital activities

Targeted in-store merchandising and promotions based on order history

Retail analytics can surface valuable **insights** – including the factors that keep people in your store and what drives them away.



04

Customer engagement drives satisfaction and **growth**

The future of commerce is all about personalization and convenience. Customer engagement will be a critical factor in driving satisfaction and helping retailers stay competitive. When retailers engage with customers effectively, they can create opportunities for cross-selling

and upselling additional products, which can help to drive revenue growth.

High levels of customer engagement can also lead to high Net Promoter Scores (NPS), which measure a customer's willingness to recommend a company's products to others.

By building strong relationships with customers and consistently meeting their needs and expectations, retailers can create positive customer experiences that lead to increased satisfaction, loyalty, and ultimately growth.



**Businesses can grow
revenues between
4% and 8% above
their market when
prioritizing better
customer experiences.**

Bain & Company, 2015



05 Unlock new **opportunities** for business expansion

By having a commerce platform in place, you are already providing customers with an omnichannel experience, but there is still potential for growth. Imagine unlocking a whole new realm of revenue and customer satisfaction by harnessing the power of your existing commerce platform.

By opening it up to a diverse array of partners and vendors, you'll create a dynamic marketplace that provides customers with a wider range of products and services, increasing their satisfaction and loyalty.


The opportunity is here, and it's waiting for you to seize it with your omnichannel platform. Embrace the power of a marketplace strategy to reach new heights of success.

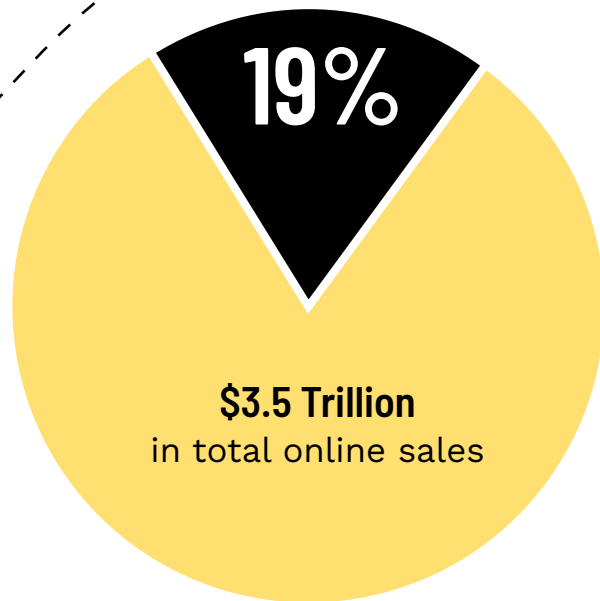


A dynamic **marketplace** provides customers with a wider range of products and services, increasing their satisfaction and engagement.

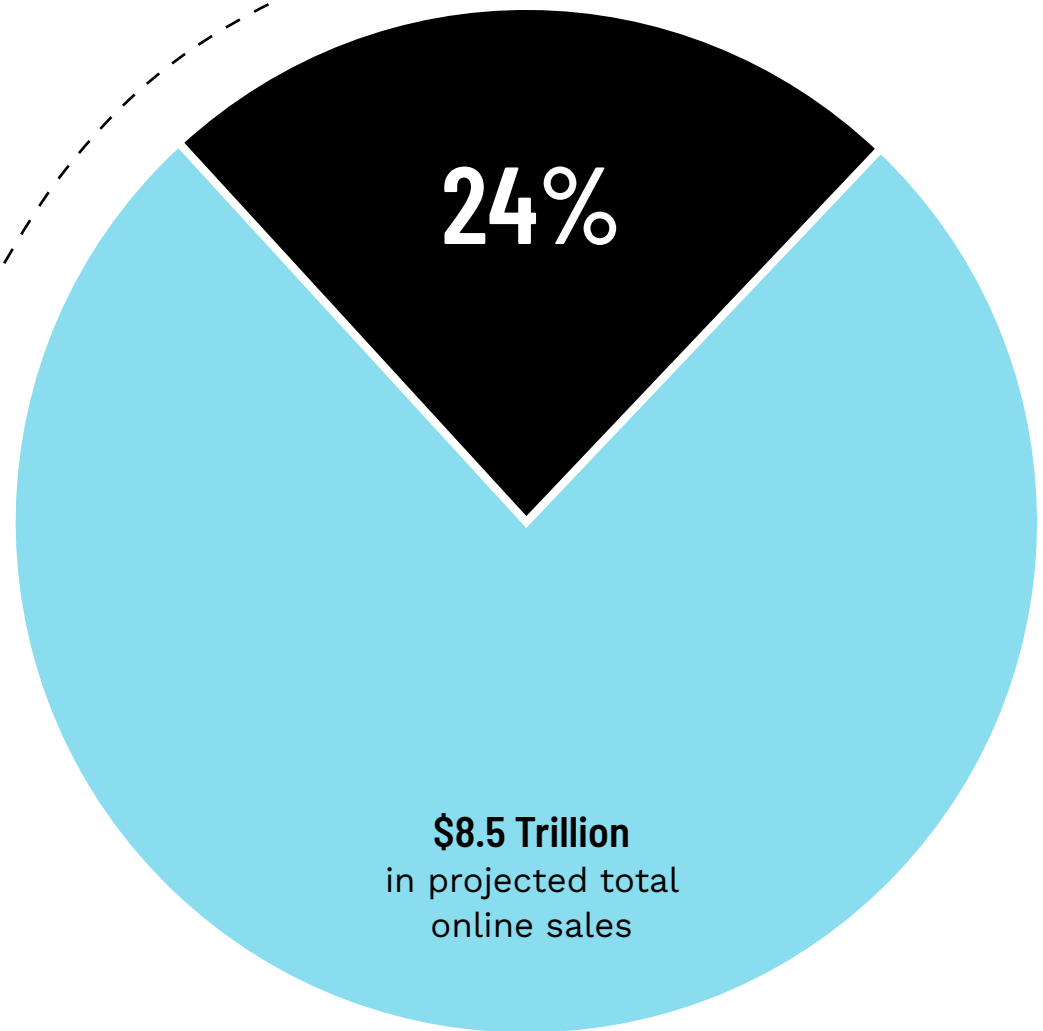


Multi-vendor marketplaces tap new revenue streams

 Multi-vendor marketplaces
share of total sales



2020



2025

Source: Be STF Research and Analysis



Conclusion

Today, commerce is as much as about the experience customers have with your brand as it is about the product or price. Creating experiences that prioritize what customers value is key to delivering personalized, intelligent commerce.

With stiff competition and tight margins, you need the ability to identify your most profitable customers and build meaningful experiences for them.

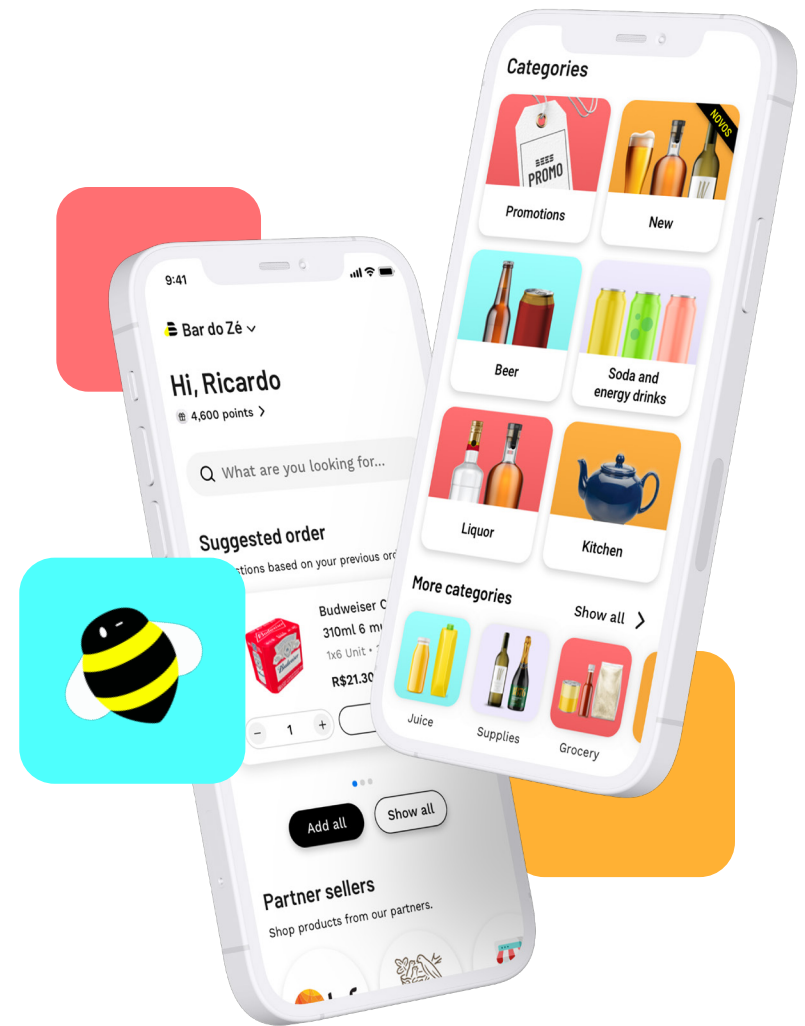
An effective ecommerce platform allows retailers and suppliers to provide a modern digital experience that delivers new opportunities and growth through:



Next-generation commerce

Commerce, like content and data, is integral to the customer experience. Commerce experiences have to be easy and intuitive. They have to save time and make it easy and efficient – even fun and personalized – for the retailer. They must support the buyer through every single touch point. Reducing the complexity of commerce has been challenging. Most commerce platforms do not support the end-to-end business process, from in-store promotions to post-purchase rewards programs. As a result, most vendors/suppliers have had to stitch together commerce and content platforms working with small and mid-size retailers in a way that forces them to choose between features and offerings. Not anymore.

The commerce market covers a huge footprint: geographically, across industries, and serving numerous enterprise models. To fully capture this opportunity, BEES platform connects suppliers and retailers with a modern digital experience that delivers new opportunities and growth. Developed and proven at ABI, the world's largest brewer, BEES increases revenue for supplier and retailer alike while making every customer moment shoppable.



BEES platform connects suppliers and retailers with a modern digital experience that delivers new opportunities and growth.

BEES

Let's get your business buzzing.

Find out how BEES can help your business thrive.

Get in touch

