Is it time to consider a new B2B eCommerce platform?

Clunky platform? Poor search? Low adoption rates? Incomplete or outdated information?

These are all signs that your current ecommerce platform just isn't cutting it. It's time to say goodbye to the headache of a rigid, dated, ecommerce box causes you. Build your brand. Get you found. Attract new customers. Better serve current ones. And drive more revenue. You know just as well as we do that ecommerce can futureproof your business.

This questionnaire is designed to help you decide whether your company should be considering a replatform. If the answer is yes to any of the questions on the next page, then we think it's a good time to consider re-platforming.

Experience problems?

- Are you failing to meet the expectations of your customers for seamless buying experiences? (Remember they've grown used to Amazon-like experiences)
- Is the navigation less than intuitive? What about the site structure or the pages?
- Do your customers have a hard time finding what they need to find with search?
- Are you failing to provide customer-specific information, pricing, catalogue and order approvals?
- Do you have poor site performance, errors, down time or other experience problems?

Adoption/Onboarding problems?

- Are you finding it challenging to onboard customers?
- Are you experiencing high shopping cart abandonment rates?
- Did your sales team fail to embrace the new system?
- Are you failing to meet your digital revenue goals?
- Is the platform failing to meet the needs of everyone involved in your buying cycle?

Technology problems?

- Is your ERP storefront limiting you from building a modern, intuitive experience?
- Is your platform so heavily customized that it has become obsolete or impossible to support?
- Is your ecommerce site not mobile-friendly?
- Did you build your commerce on top of a CRM or CRM-based solution?
- Was your platform built for B2C? Therefore is doesn't meet your needs?
- Is your ecommerce data siloed from your ERP data or other backend systems?
- Is your data not refreshed because of integration issues?

Support problems?

- Do you have to get in touch with a developer every time you want to make minor changes to your website?
- Are customer service representatives unavailable when you need them?
- Is your provider ignoring your support tickets?

Sound familiar? If the answer is yes to any of the above then we think it's a good time to consider re-platforming.

Not sure where to start?

As an experienced solutions partner with deep experience of working with B2B businesses to deliver successful re-platform projects, we understand that taking your sales model online or re-platforming to a new eCommerce platform can feel overwhelming.

We believe in building the right things right, and at the right time. For complex re-platforming we recommend starting with a minimum viable product (MVP) that will enable you to validate your new B2B eCommerce experiences, address user feedback, and make improvements as you iterate.

With an incremental approach, you can iterate on a small scale, manage your costs, and be confident of your results before rolling out across all products or segments. Let us help you take the first steps towards a successful digital commerce project.

Optimizely Configured Commerce is a great fit for this type of iterative approach with typically many of the features and capabilities needed for a successful launch pre-configured (almost "out of the box").

Take the first step on your digital journey

Netcel is a leading digital product consultancy, helping organisations discover, create and improve digital experiences. We create intelligent digital products using the power of insight, design thinking and market leading Optimizely DXP technology.

Our range of services include:
- Digital product strategy & value
- Experience design & user experience
- Technology & engineering
- Optimisation & support

Get ready to transform your digital products and experience with Netcel.

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