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# 2017

## E-Commerce

### Customer Experience Report for the Computer Hardware Industry

**SAP®** Recognized Expertise  
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As the worldwide B2B ecommerce market speeds in the direction of an anticipated value of \$6.5 trillion in 2020, double the amount of B2C valuations, the possible gains are — without a doubt — worth the added effort. However, when reported in 2014, only 22% of computer hardware enterprises in the United States had an ecommerce presence. So, the big question is: why? Here are some reasons that explain these statistics:

## Myths around ecommerce implementations in the Computer Hardware industry

There are many myths about E-Commerce implementations, which can make separating fact from fiction difficult. To cut through the confusion, we've broken down some of the common misconceptions:

### **Myth 1:** My target audience doesn't include consumers – so, I don't require an e-commerce presence

**Fact:** B2B ecommerce is expanding nearly twofold as briskly as ecommerce for B2C. Several Knack Systems customers in the Computer Hardware industry have developed productive sites that engage the expansive array of customers, avenues, and markets they cater to.

### **Myth 2:** My business deals with items that are not suitable for ecommerce purchases

**Fact:** While capital purchases might not be best carried out via ecommerce, several B2B computer hardware businesses have elevated their profits by creating other connected offerings accessible for ecommerce purchase. These consist (but aren't restricted to) substitute computer components, semiconductors, and allied services.

### **Myth 3:** I offer various products via different avenues; there's no way a single shopping cart would suffice

**Fact:** The multiple-store ecommerce instruments of the modern world permit business holders to readily and steadily manage diversified avenues and brands. These instruments permit handling data in a single location, branching out to different stores, and putting into use singular business rules. This translates to an effective, economical means of initiating and directing stores for multifold avenues/brands.

### **Myth 4:** E-Commerce deployments are complex and expensive

**Fact:** The high costs and complexity of ecommerce deployments is a thing of the past. With Knack Systems' unique implementation of an ecommerce platform like SAP Hybris Omni-Channel Commerce, computer hardware businesses can simplify the effort involved for both the technology team and the business team and still take advantage of the scalable commerce functionality.

**Myth 5: Businesses need to set aside a significant budget to get started on their ecommerce journey.**

**Fact:** Not at all. If you already have an SAP system running in your backend, Knack Systems can ensure that the SAP Hybris Commerce implementation would not need you to overspend.

**Myth 6: If the business embarks on its ecommerce journey, ecommerce platform change implementations would eat up a lot of their time.**

**Fact:** In modern ecommerce platforms such as SAP Hybris Omni-Channel Commerce, enhancements and upgrades are made available sometimes on a daily basis. With Knack Systems as the implementation and support partner, computer hardware enterprises will have Commerce platform experts at their service around-the-clock and will rarely or never have to change their solution to adapt to these enhancements, and yet be able to benefit from them.

**Myth 7: Omni-Channel isn't really necessary and is all hype.**

**Fact:** Consumers today, whether B2B or B2C, expect a seamless brand experience. Since we all want to cultivate brand loyalty, we need to keep building on the great experiences in order to win in the game. One bad move can drive the customer away. So, the only way for businesses to think right now is "omni-channel."

**Myth 8: Personalization requires too much capital and is meant only for the big players.**

**Fact:** There are different levels to personalization and even elementary personalization techniques, which do not cost a great deal of money or need a lot of information or time, such as addressing the site visitor by name on your site can do much good for your business. Also, irrespective of the magnitude of your business, there invariably is an audience ready to visit your store and, therefore, it is valuable to focus your energies on targeting them appropriately.

**Myth 9: Personalization needs a lot of data and could drive customers away for fear of invasion of privacy.**

**Fact:** Many personalization mechanisms do not need you to obtain and save a great deal of historical data and work with whatever real-time data is accessible; this could include triggers caused by customer actions. Further, as per industry data, more than 75% of consumers appreciate personalized communications from brands; what's more, 61% of those consumers maintain that they will opt for such personalization even if it means that their browsers get tracked. It's a win-win for all.

## Doing E-Commerce Right

Setting up an ecommerce presence can be speedy, comparably basic, and not too extravagant. However, with around an 80% lack of success in the world of online business, building a favourable ecommerce practice is more arduous than some businesses think. Even though every new enterprise is different, there are commonplace contributors to ecommerce fiascos.

### Security concerns:

Data thefts are a reality in the world of B2B ecommerce. It's no wonder that 34% consumers dither from making online purchases.

### What your B2B ecommerce platform should have to counter this:

A security module to secure your online transactions and protect your customers, systems, reputation, and bottom line.

### Shopping Cart abandonments:

58.6% of US internet buyers have abandoned a cart within the past couple of months because they "weren't ready to buy yet." However, 61% abandon carts due to the high extra costs (shipping, tax, fees), 35% when the ecommerce site expects them to create an account to complete purchases, and 27% when the checkout process is long and complicated.

### What your B2B ecommerce platform should have to counter this:

Have trigger-based marketing campaigns linked to your ecommerce site, enabling you to contact the customers who abandon their carts. E-Commerce sites can realize a 35.26% increase in conversion rates through superior checkout design.

### Below par customer care:

More than 50% of consumers online are disheartened by unsatisfactory customer care response rates coupled with order delivery issues.

### What your B2B ecommerce platform should have to counter this:

Quick resolution to consumer problems can boost customer loyalty. Quick resolution cannot happen if customer service agents are not armed with the right information. Make sure your ecommerce platform has a Customer Service module that provides your agents with facilitated access to relevant information to comprehend and solve customer problems.

## Slow site loading:

The top 500 American ecommerce sites have been reported to load 16% slower as compared to a year ago. An ecommerce enterprise misses out on approximately 25% of its online customers if the website takes more than 4 seconds to load.

## What your B2B ecommerce platform should have to counter this:

To be effective, ensure that your ecommerce platform has a WCMS Module that delivers advanced content management and automation which will help you witness improved efficiency and reduced costs.

## Social Media Ecommerce

93% of Pinterest users utilize the channel to research buys. 87% of them have bought something because of Pinterest. Facebook brings in 50% of social referrals and 64% of the total social revenue. These statistics mean just one thing: brands not on social platforms are losing out on considerable revenue.

## What your B2B ecommerce platform should have to counter this:

Social commerce features allow you to provide customers a broad range of choices for making your voice heard – and realizing more sales. To keep up with buyer expectations, make sure that ecommerce platform has a Social Commerce module that offers features to inspire your customers to create some buzz about you.

## Key Takeaways from the Report

E-Commerce is here to stay, and computer hardware businesses involved in B2B sales that do not put into action unified, favored ecommerce systems will lag behind their rivals. A quick analysis of the above facts proves that every ecommerce business' strategy should position trust, privacy, and security on the list of priorities to focus on this year. Your ecommerce implementation partner and platform have to be agile and reliable if you want to make the most of the rising potential in fresh and dynamic markets, outrun competition, and branch out to newer avenues, wherever possible.

Only with the right kind of ecommerce platform can your business invest where there is potential on the basis of continuous trial and error in fresh markets. Fortunately, Knack Systems' unique ecommerce implementation is one of the readily available solutions to manufacturers and distributors to meet the requirements of a more and more ecommerce-guided civilization, and success almost achieves itself.