

BUSINESS TO BUSINESS ELECTRONIC COMMERCE : CHALLENGES AND SOLUTIONS PDF, EPUB, EBOOK



Warkentin | 308 pages | 01 Dec 2001 | IGI Global | 9781930708099 | English | Hershey, United States

10 Biggest E Commerce Challenges in | Vardot Blog

Mobile Shopping Is Still on the Rise Today is the era of mobile, mobile means not just a mobile phone but the factor that makes the human perform an action from anywhere anytime and move to anyplace wherever and whenever desired. No one likes to sit before the big screen, the time has gone and this is the time of mobile which has even conquered the eCommerce sector by allowing customers to shop with a single tap. There are thousands of eCommerce retailers but not all have a better ranking neither all make a turnover of billions of dollars and not all have

success stories. The only eCommerce retailers and wholesalers are performing well who have their site responsive to all screens and is well designed and developed that attracts more users and engages more customers.

Ecommerce store owners who lead the market and stay in trend are those who:. All the above options can be utilized and make the store performance more smooth integrating PIM that will maintain transparency by transferring the correct and real-time information to your application, website and also help to market and sell the product through various distribution channels. Unfriendly Returns Policy Shopping online is usually risky for consumers. Nobody would want to be stuck with items that do not fit them or are damaged on arrival.

Some countries have a law where consumers have the right to return the purchased items online within a defined timeline. Beyond that, you can make your own set of rules for returns and exchanges. Avoid being too strict as it can put off the customers in the first place. The laws for exchange or returns may vary from country to country. Being an eCommerce store owner, you should strike the right balance between providing a generous returns policy and managing the cost of returns.

No matter what policies you decide for your eCommerce store, they should be revolving around the convenience of the buyers and low costs for the returns. Free returns may seem appealing for the end users but think of all the possible scenarios of return postage while devising the policies for returns and exchanges. Digital Payment Failures Whether a customer makes online payment by credit, debit card or net banking, or any other digital wallets, failure of digital payments can be frustrating.

It should be clearly mentioned on your website that it may take around working days before the money is refunded to their bank accounts. Such situations can improve with cashless transactions. Tips on payment gateway integration. Some eCommerce stores offer free shipping over a certain amount of orders. Some stores have different shipping costs for individual products. When the customer selects multiple products in a single order, the shipping cost may be multiplied. They would like to browse and explore different products. A slow loading website can frustrate the users and they may leave your site without purchasing anything.

There are many online tools that can help you figure out the bottlenecks and improve the speed of your website. Here are some easy tips to optimize speed of your Magento store. DOI: Hardcover: Available. E-Book: Multi-User License. OnDemand: Individual Chapters. Search this Book: Reset. So, be sure to make the returns process stress-free for your customers. If possible, allow them to authorize returns via the web store and to track the progress themselves. This will not only be more convenient for your customers, but it will also prevent any surges in calls and emails for your service teams within your sales organization.

If you have an existing web store, now is a good time to think about rolling out further web stores to new regions and markets. This can be done both to ensure revenue and to support existing or cut-off customers. In the first instance, you can launch web stores to regions where you currently have a physical presence, but no online presence. This will allow your existing customers to continue to shop with you, even when physical stores must be closed. But it can also mean reaching new audiences. For example, you can roll out additional web stores to regions where you have no existing presence. You might also want to think about opening up a D2C or B2C e-commerce site.

This can help you bypass any disruptions in the supply chain, or even find new sources of revenue if demand for your products in the B2B space is decreasing following the coronavirus lockdowns. The COVID pandemic has led to spikes in demand for certain products, while also disrupting supply chains with transportation restrictions and establishment closures. Here are some things you can put in place to deal with such disruptions, in both the short and long term. For more on these best practices, check out our article on how to deal with peak volume.

To deal with disruption in the supply chain and ensure minimal impact on your customers and service teams, make sure your web store enables you to do the following: Reimagine your supply chain process to keep your business partners happy by streaming this on-demand webinar. As demand for e-commerce grows, now is of course a critical time to offer an e-commerce channel to ensure revenue and continue to service your clients. But what if you only have physical stores, and not yet a web store? Is it too late to launch one now? There are two things to consider when answering this question: the short-term possibilities and the long-term changes in customer behavior. Is it possible to get a web store live quickly to meet the current demand for e-commerce? The short answer is yes. Choose a SaaS solution to speed up the delivery of your web store. For example, at Sana Commerce, we can set up a cloud web store including integration to your ERP in a matter of days.

While other ERP-integrated e-commerce solutions can take just a few weeks. The implementation timeline of course also depends on the cleanliness of your ERP data. This means that launching an e-commerce store is important not only to meet the changing behavior of existing and prospective B2B customers now, but also after the coronavirus outbreak and lockdowns are over. Ready to get started? Find out more about choosing the right e-commerce provider for your business and use the Ultimate Guide to E-Commerce to steer you through the process. Search for: Stephanie Neusser. Become an E-Commerce Insider The club provides you with exclusive access to the latest e-commerce news and recommendations from four top B2B e-commerce professionals.

Move your customers online It was highly important to reevaluate physical proximity as much as possible while ensuring business continuity, meaning it is imperative to encourage your customers to shop online. Here are some tips on how you can assist them: First of all, remind your customers that your web store is live and operational, even if physical stores are closed.

B2B E-Commerce & COVID Challenges, Solutions & Examples

Getting and maintaining your customer base is one of the most tough-to-crack ecommerce challenges. For example, if one of your competitors strikes a partnership with a delivery app, this may help them get a greater market share. Solution: Conduct thorough research into competitors and the market to develop your digital marketing strategy. Invest in promotional offers to help create a better brand presence. Remember that online businesses with customer loyalty programs, on average, are 88 percent more profitable than those that do not offer these programs. Also, invest in better customer service. Furniture retailer Dufresne saw positive results when they took a step into digitizing support and sales. One of the most

pressing customer service issues in ecommerce is catching up to modern customer expectations. Many companies lack the necessary insight into customer behavior and buying patterns. Solution: Consider offering your products in prominent marketplaces like Amazon and eBay.

These ecommerce sites already have a vast network of buyers so pitching and branding your product and figuring out what works and what doesn't becomes somewhat easier. Also, segment your data. Visitor segmentation allows ecommerce companies to identify and communicate with visitors based on their customer journey, past conversations, geographical location, browsing behavior, referral page, and much more. Want to deliver digital experiences that resonate with your customers? Listen to this podcast on how to improve your service and grow your brand on Shopify and beyond. Shopping cart abandonment is a huge ecommerce business challenge.

Even ecommerce giants are not immune to it. For instance, when brick and mortar heavyweight Nordstrom started an ecommerce portal, they witnessed big opportunity losses of ecommerce sales from abandoned carts. The tedious and bug-filled checkout process was causing customers to flee mid-purchase. Solution: Nordstrom had to come up with a new checkout design, turning checkout into a much easier two-step process.

Consider redesigning your shopping cart, too. Remove bugs or unnecessarily long forms. Offer instant help tools that customers can use if they get stuck. Visual tools can also help address customer queries during the checkout process. For instance, if a customer has trouble creating an account, your agents can initiate a cobrowsing session to show them how to do it.

Without customer trust and loyalty, your business is bound to struggle. But, acquiring and maintaining customers requires massive effort. This makes interactions less personable. This ecommerce challenge can only be solved through time and effort. Across multiple transactions, eventually, the company can build this trust and loyalty. Solution: First make sure your customer service processes are effective, from ordering online to shipping. Also, consider: Related: Your Ecommerce Information Center: Get free Shopify educational resources to help you grow your brand and forge strong customer relationships. One of the problems faced by customers in online shopping is returning items. A survey by comScore and UPS, showed 63 percent of American consumers check the return policy before making a purchase and 48 percent would shop more with retailers offering hassle-free returns.

But, when a product is returned, the business suffers a heavy loss in shipment and reputation. Shipping costs in this case have always been an ecommerce problem to sellers. Solution: You can't avoid having good return and refund policies. But, you can build your policies carefully and communicate them clearly. Consider the following tips: Despite customer experience being the most important thing for consumers, online merchants frequently compete on price, too. Price competition particularly affects small ecommerce businesses, as mid-sized and large competitors can often offer products less expensively. For example, giants like Amazon and Walmart generally have shipping amenities distributed across the country. Their warehouses allow orders to be shipped from the closest facility.

That way, the cost of distribution decreases and the order arrives really fast. Solution: This is one of these ecommerce challenges that can make or break a business. You can also become an extremely resourceful shipper, or find some unique products consumers won't be able to find elsewhere. Many online stores bulk buy products wholesale from manufacturers or distributors, selling them online. When the customer selects multiple products in a single order, the shipping cost may be multiplied. They would like to browse and explore different products. A slow loading website can frustrate the users and they may leave your site without purchasing anything.

There are many online tools that can help you figure out the bottlenecks and improve the speed of your website. Here are some easy tips to optimize speed of your Magento store. Lack of Faster Checkout Options One of the most frustrating problems faced by the online website owners is checkout or cart abandonment. Nobody would like to waste time for checkout. A customer goes through the entire process of adding products to cart and leaves your website without purchasing the item. One-click checkout can help you prevent cart abandonment. Allow the customers to save the information and other details for a faster checkout. Suspicious Reviews We all know that good reviews will increase the chances of sales.

But what about the neutral or negative reviews left by the unsatisfied customers? There may be a few fake reviews also. A natural, balanced spread of opinions can attract the users and they may be able to show trust in your brand. Avoid any suspicious reviews on your website. Encourage the customers to leave genuine reviews about your products and services by offering them special discount or freebies. Shipping Methods and Time Online shoppers care about shipping costs and delivery methods. How quickly you deliver the products matters a lot for most of the buyers. A negative shipping experience can have a huge impact on your business.

Even if the shipping is free, customers would expect fast delivery of their orders. Regardless of the shipping method used, the buyers would expect the delivery within a week. Real-time tracking gives complete peace of mind to the customers. If you neglect customer service, then you cannot head to anywhere. Lack of clear contact information on your website can be a sign that your company is not trustworthy.

Purchasing online is a matter of trust, and new customers always look for reliable stores to shop for products and services. People who handle the customers should be able to resolve their queries and provide appropriate solutions. Accurate product description for better SEO and ranking Clear and concise content and product description help both the search engine to crawl and humans to understand. Having duplicate content, meta title, meta description, and forced URL can impact negatively on your website ranking and all your efforts and spending you made will go in vain.

When you are selling your product online, it is mandatory for every online store owner to have a proper product description with unique content, and to do that you can always hire a content writer or a team of experienced digital marketers to write unique and engaging content and help in making you rank better on the search engine to continue the sale wheel. Omni Channel Experience Most of the consumers use their mobile phones to shop for products online, but some others may choose desktop, tablets, or telephone also. Using different channels for promoting and distributing products can help eCommerce website owners grab more sales.

Lack of transparency of inventory across the enterprise, and navigating each and every customer uniquely are the biggest challenge for retailers in implementing omnichannel. The solution is to use customer data to drive iterative improvements and create a seamless and personalized user

experience. Yet, we can assume that intensity has increased with the technology advancements and market cut-throat competition. You are just excellent. I want to host two website with single hosting, let me know how that works. Also any other cheap hosting provider you have in mind? Your email address will not be published. Ecommerce store owners who lead the market and stay in trend are those who: Have mobile application with rich features Intuitive user interface Fast loading website Mobile friendly website All the above options can be utilized and make the store performance more smooth integrating PIM that will maintain transparency by transferring the correct and real-time information to your application, website and also help to market and sell the product through various distribution channels.

10 Ecommerce Challenges Businesses Face [+ Easy Solutions] - Acquire

Do this by delivering personalized services and valuable content. To get diverse feedback use social media, or you can rely on google reviews. Cart abandonment is part of every e commerce business challenges, and most online retailers struggle to solve it. The challenge is in identifying the reason behind it, because there are limitless potential reasons. In other words, the real challenge is to find out why your leads are dropping off without finalizing the transaction process.

To deal with this complex issue, you should first find out why certain shoppers abandon their cart without purchasing items. Then based on the collected info, try to identify the potential causes and probe this mystery. After identifying the possible causes, try to formulate solutions and test them and see whether the abandonment rate decreases or not. Accordingly, testing different solutions will help you identify the main cause s to avoid high cart abandonment rates. Still, no matter how much work you put in to avoid this challenge, some people will drop off or leave your site once they purchase an item. However, to recover shopping carts, you can use two effective strategies. The second one is decreasing the abandonment rate through retargeting. You can use ads to retarget users who visit and leave your website without entering their emails or purchasing items.

Improving conversion rates is a haunting issue that most online sellers deal with, and it's a key indicator to measure your e commerce business success. There are a variety of reasons that lead to low conversions including:. The trouble is when shoppers return products, your business endures an overwhelming loss in terms of shipping costs and reputation. A quick allegory: if your e business is the ship, sales are the sails that push your ship forward in a sea of competition.

Every e commerce business must aim to increase sales, yet it can be a bit hard due to the tight competition in the digital market wherein everyone is trying to be at the top. However, there are few things you can do to improve your sales. Usually, customers might be hesitant to purchase your in-store items, but after a few successful transactions, their trust increases as well as their loyalty.

You need to keep them satisfied at every step of the process. Keep the continuous work and you shall harvest one time or another. Therefore, to prevent this, you need to verify that people who try to access your store provide legitimate identity information. To solve this, you can verify that users' information is valid. There are two things to consider when answering this question: the short-term possibilities and the long-term changes in customer behavior. Is it possible to get a web store live quickly to meet the current demand for e-commerce?

The short answer is yes. Choose a SaaS solution to speed up the delivery of your web store. For example, at Sana Commerce, we can set up a cloud web store including integration to your ERP in a matter of days. While other ERP-integrated e-commerce solutions can take just a few weeks. The implementation timeline of course also depends on the cleanliness of your ERP data. This means that launching an e-commerce store is important not only to meet the changing behavior of existing and prospective B2B customers now, but also after the coronavirus outbreak and lockdowns are over.

Ready to get started? Find out more about choosing the right e-commerce provider for your business and use the Ultimate Guide to E-Commerce to steer you through the process. Search for: Stephanie Neusser. Become an E-Commerce Insider The club provides you with exclusive access to the latest e-commerce news and recommendations from four top B2B e-commerce professionals. Move your customers online It was highly important to reevaluate physical proximity as much as possible while ensuring business continuity, meaning it is imperative to encourage your customers to shop online. Here are some tips on how you can assist them: First of all, remind your customers that your web store is live and operational, even if physical stores are closed. Pivot any on-the-road sales representatives, who can no longer do their typical work, into calling customers and getting their online accounts set up.

Help your customers navigate the web store and place their orders online. Check out our article for more tips on how to get your B2B customers online. Look after your existing customers and their communities During the COVID pandemic, many sales organizations have found ways to look after their customers by offering additional services: from streaming services making free movies available, to banks removing or delaying fees and charges, and restaurants offering takeaways. You too can put measures in place to support your customers and their communities, and be the partner they can rely on during these difficult times: Offer customers in worst-affected regions or sub-regions additional discounts or benefits, such as free delivery. Prioritize your stock for existing customers over new visitors who are looking for single-product purchases.

Support customers who are facing financial trouble by offering additional return options or extending invoice payment dates. Make all their orders as well as any benefits visible in the web store to help them manage their finances more easily. Can you offer free services to community response teams? Can you set aside stock for health organizations?

Highlight products that can help your customers, and their own customers, get through this coronavirus pandemic. Offers optimized functionalities: Make sure your customers can quickly and easily pay and check out, but also track their orders, manage their returns, and pay invoices online. Handles the complexities of B2B orders: Your web store should have the right structure in place to process complex orders, including those based on complex pricing and discount structures. And customers should have access to order history and account data in the web store to assist them in avoiding entry and selection errors. Roll out web stores to new regions and markets If you have an existing web store, now is a good time to think about rolling out further web stores to new regions and markets. Deal with demand and supply chain disruptions The COVID pandemic has led to

spikes in demand for certain products, while also disrupting supply chains with transportation restrictions and establishment closures.

Load balancing: Take the pressure off by spreading it over a group of machines. Lazy loading: Delay the loading of certain web page elements. To deal with disruption in the supply chain and ensure minimal impact on your customers and service teams, make sure your web store enables you to do the following: Display real-time stock levels and pricing Let customers track their deliveries Ensure out-of-stock items are marked as such, and let customers know when to expect them back in stock. The first would be to have excellent customer service — a customer is happy to have purchased a great product, but they are ecstatic when the customer service is on point.

The next step is to keep in touch with the customer via a method that they like — be it an email, SMS or blog posts — be sure to find out what works best for your customer. The last point would be to let them know about new products, sales promotions and special coupon codes for being such loyal customers. One of the biggest ecommerce challenges is to convert visitors into paying customers. What can they do to get more sales? Is your mobile website working seamlessly?

Do your online platforms face technical challenges all the time? Does your customer base trust you? Do you personalize your website for your customers? Have you heard of a Jam Experiment? Well it has quite a controversial conclusion, which is — the less you offer customers the more likely they are to actually purchase something. A lot of people these days are fatigued by all the options that are out there. A simple search for something like headphones will give you thousands of options — how does one make a choice? How do they bring shoppers to their website, instead of buying a similar product from their competitors? Solution: Always do a thorough analysis of your competitors. Find out what products they are selling, how they are generating leads and how they keep in touch with their customers. The next step would be to make sure you stand out — be it the colors you use, the topnotch functionality of your website or amazing user experience. And finally, offer services or products that are unique and relevant to your customer base.

We have all heard of customers that prefer to purchase products from places that have free shipping. How does one bring down costs for shipping? Solution: While all eCommerce sites cannot completely get rid of shipping costs, always look to find options that work for your customer base. Would a subscription reduce the cost of shipping? Would a certain time of the month give them lower shipping costs? Or is there a carrier that is reliable but offers a cheaper rate? Be sure to do your research and find the best possible solution for your shoppers. Solution: Customer satisfaction is the most important factor for any retailer. Therefore having a flexible return and refund policy not only helps with customer satisfaction with it also helps with customers making purchases without being nervous.

Choosing the right technology or partner will make or break your business. There are a lot of aspects that need to be in place for a successful retail business, but a good technology foundation is crucial. Solution: Partner with Vue.

12 Biggest Ecommerce Challenges & How to Overcome Them

Solution: There are different ways to incorporate online identity verification. Some examples include biometrics, AI, single sign on, one time password, two-factor authentication and so on. Shoppers have a myriad of options to choose from these days. If they are looking to buy a handbag, they do some thorough research before finalizing on one. If shoppers have several options, how do you make sure they pick you? How do you go about finding that perfect customer that wants your product, at your rate and to the places you can ship? Solution: Partner with companies that help you target your customers. Digital marketing is preferred over traditional marketing because they can target your ideal customer.

Customer experience or user experience is key to a successful eCommerce website. Shoppers expect a similar if not same experience as one they would get in a brick and mortar store. Solution: There are several ways to improve the user experience. The most important would be to have a clean and simple website so that shoppers can navigate through easily. The next point would be to have clear CTAs call to action so that the shopper knows exactly what to do. Here is a post that shows you 10 ways to improve user experience. The above two facts are testament to how important customer retention or loyalty is. Once a customer makes a purchase or utilizes a service from a retailer, they have to make sure that they keep this customer for life. But how is this possible? Solution: These are a few different methods that can be used to retain customers.

The first would be to have excellent customer service — a customer is happy to have purchased a great product, but they are ecstatic when the customer service is on point. The next step is to keep in touch with the customer via a method that they like — be it an email, SMS or blog posts — be sure to find out what works best for your customer. The last point would be to let them know about new products, sales promotions and special coupon codes for being such loyal customers. One of the biggest ecommerce challenges is to convert visitors into paying customers. What can they do to get more sales? Is your mobile website working seamlessly? Do your online platforms face technical challenges all the time? Does your customer base trust you?

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The online shopping industry has been growing at an incredible rate, and so have ecommerce challenges. For example, the rise of digitalization has transformed the way online retailers operate. Although this online approach has made shopping easier for consumers, it has also brought unique problems for ecommerce companies — like website optimization and service over multiple digital touchpoints.

When a visitor goes to an ecommerce website and signs up, you need to somehow be sure that this is a legit person who wants to buy. This way, you'll avoid fraudulent accounts or bots which could result in revenue losses especially with cash-on-delivery COD purchases. Solution: Take proper steps to verify online shoppers' information. Always send a verification link when a customer signs up. With COD purchases, an automated call could even go out to the customer, asking them to validate the delivery address. And of course, look out for signs of suspicious activity. This could take the form of particularly high value or large orders. One of the biggest problems an online retailer faces is achieving an effective omnichannel strategy. Customers expect they can reach out to your brand through any number of touchpoints, such as your website, phone, email, social media, your store, and more.

All of these touchpoints need to be unified. Solution: To create an omnichannel strategy that works, think about potential customer needs, and implement the right customer experience technology. Here are a few steps to follow to solve ecommerce challenges of this type. Ecommerce is one of the most competitive industries. Variations in different parameters — costs, service, supply chain operations, and more — can make a huge difference for customers.

Getting and maintaining your customer base is one of the most tough-to-crack ecommerce challenges. For example, if one of your competitors strikes a partnership with a delivery app, this may help them get a greater market share. Solution: Conduct thorough research into competitors and the market to develop your digital marketing strategy. Invest in promotional offers to help create a better brand presence. Remember that online businesses with customer loyalty programs, on average, are 88 percent more profitable than those that do not offer these programs. Also, invest in better customer service. Furniture retailer Dufresne saw positive results when they took a step into digitizing support and sales. One of the most pressing customer service issues in ecommerce is catching up to modern customer expectations. Many companies lack the necessary insight into customer behavior and buying patterns.

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