ECENTA

The Future is Here and Now:

Service Innovation using ECENTA's B2B Service Portal

Providing Top Customer Service is Key to Everything

Industry challenges: According to Forrester research, the B2B commerce market is predicted to be $1.1T compared to the B2C market at $408B by 2019[1]. Products alone are not the unique selling point anymore.

Today, for the existing customer base, evaluation of new vendors with related products has also become simple in the B2B market using the internet, search engines or market places. In fact, research shows that 74% of B2B customers research half or more of their work purchases online, and 93% prefer to buy online once they've decided what to buy[1].

New measures are essential to win customers and retain the actual customer base. Customers expect individual services, instant feedback and the ability to use these services 24 hours a day and all around the world.

What does that mean in the growing B2B market? The big investment and innovation should be led by B2B strategy. Vendors need to explore innovative service offerings to support their customers and new business models to gain a competitive advantage in their markets. But how do businesses stick out from the pack?

SHIFT IN B2B RESEARCHER DEMOGRAPHIC[2]

2012

29% 35-44
27% 18-34
26% 45-54
18% 55+

→

2014

22% 35-44
46% 18-34
19% 45-54
13% 55+
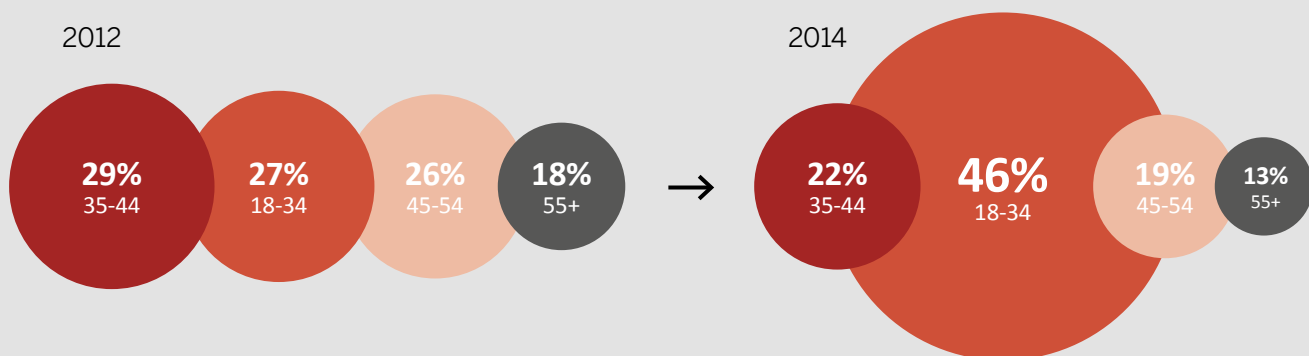
HOW TO OVERCOME THE CHALLENGES:

Today, B2B buyers, which by the way in 2014 millennials accounted for about half of the researchers, do 12 searches on average before hitting a branded website.[2] The web gives your business the unique ability to personalize the experience your customers expect independent of a time zone and location. Imagine a solution where a customer gets instant information about their purchased products and current operational status with self-services to easily find related spare parts, service and support offerings.

For customers, this means a huge time savings and personalized experience. Businesses can't forget that B2B buyers are on your site purchasing for their job, not for the latest gadget for their home. As a B2B site, making the job of the buyer easier is imperative. In fact, 60% of buyers stated that enhanced search capabilities are one of the features they want the most![3]

All while reducing internal effort for the vendor. Not to mention the opportunity to build revenue through cross selling and upselling related products!

1 http://www.ircecontent.com/assets/161/resources/Hoar_Sheldon1.pdf
2 https://www.thinkwithgoogle.com/consumer-insights/the-changing-face-b2b-marketing
3 http://multichannelmerchant.com/ecommerce/b2b-suppliers-investing-ecommerce/#_

ECENTA's B2B Service Portal

The ECENTA B2B Service Portal is built on SAP Hybris B2B Commerce and provides out of the box service processes as well as pre-integrated scenarios to the modern Service Administrator. B2B commerce is no longer a bad word, in the past this was met with rigid tables, and difficult UI.

SAP Hybris Commerce is a modern technology, consumerizing B2B shopping to look and feel like a B2C experience. Today, it's table stakes to have a B2B site function and feel like you're shopping your favorite retail brand. However, that means that it must work well internally for the business selling products online. That's where the SAP B2B Commerce platform shines. For ECENTA, capitalizing on that innovation is our bread and butter.

ECENTA'S B2B SERVICE PORTAL HELPS TO:

Gather more and accurate customer information for a complete 360°customer view across all organizations, platforms and channels to support a real omnichannel offering:

- Sales, Service, Marketing, Call Center
- CRM, ERP, Service Portal
- Direct contacts, e-Commerce, telephone, email, social networks, mobile

Reduce internal administration effort	Simplify the order process for spare parts and services	Optimize and accelerate processes	Enable Internet of Things scenarios for real-time device monitoring and predictive maintenance
Enhance product data using a best of breed PIM solution for commerce	Advanced search experience for customers to find what they need quickly and efficiently	Generate leads & revenue with up/cross selling features, service orders, contract renewals	Increase customer satisfaction

Customer Self Services, incl. myAccount, and Company administration

Installed Base Management, incl. device history

Multiple payment options

Personalized customer
- Customer specific product catalogs including pricing
- User driven customer access and rights

Agents can „Order on behalf" of customers

Service contracts, incl. contract renewals

Service Ticket Management (incl. "Request a Technician" / "Request a Phone Call" functionality)

Order Management
- Order entry, order history, order status, order tracking, shipments, invoice data

Simplified access to product description, technical documentation, FAQs

Multiple shipment addresses

Realtime device monitoring (Internet of Things)

Products, spare parts, and service catalog with:
- Quick order, order templates, order uploads
- Replenishment order
- Customer specific pricing (from SAP ERP)
- Availability information (from SAP ERP)
- Up & cross selling

SERVICE INNOVATION IN REAL LIVE: SAMPLE SCREENS FROM ECENTA'S B2B SERVICE PORTAL

Realtime Device Monitoring (IoT)

Spare Parts Selection from 3D View

Machine with excessive Vibrations from Sensor (IoT)

Shopping Cart with Spare Parts and Services

INNOVATE WITH THE ECENTA B2B SERVICE PORTAL

Enterprises looking to provide a comprehensive B2B customer portal with B2C consumer grade experience have a lot of development work to do using the standard Hybris B2B accelerator. The ECENTA B2B Service Portal was conceived to provide several B2B functions that substantially reduces the implementation time frame of a B2B customer portal.

With its proven scalability, strong user experience characteristics, and tight integration with SAP solutions, the ECENTA B2B Service Portal is the optimal solution to boost your business, retain existing customers and increase revenue across various channels.

Want to learn more?

Find out more about the ECENTA B2B Service Portal and learn how your service operations can benefit from the next generation service offerings for your company and your customers!

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