

Columbus® | Once you know how...

## Creating B2C-style experiences for B2B customers: A Toolstream case study

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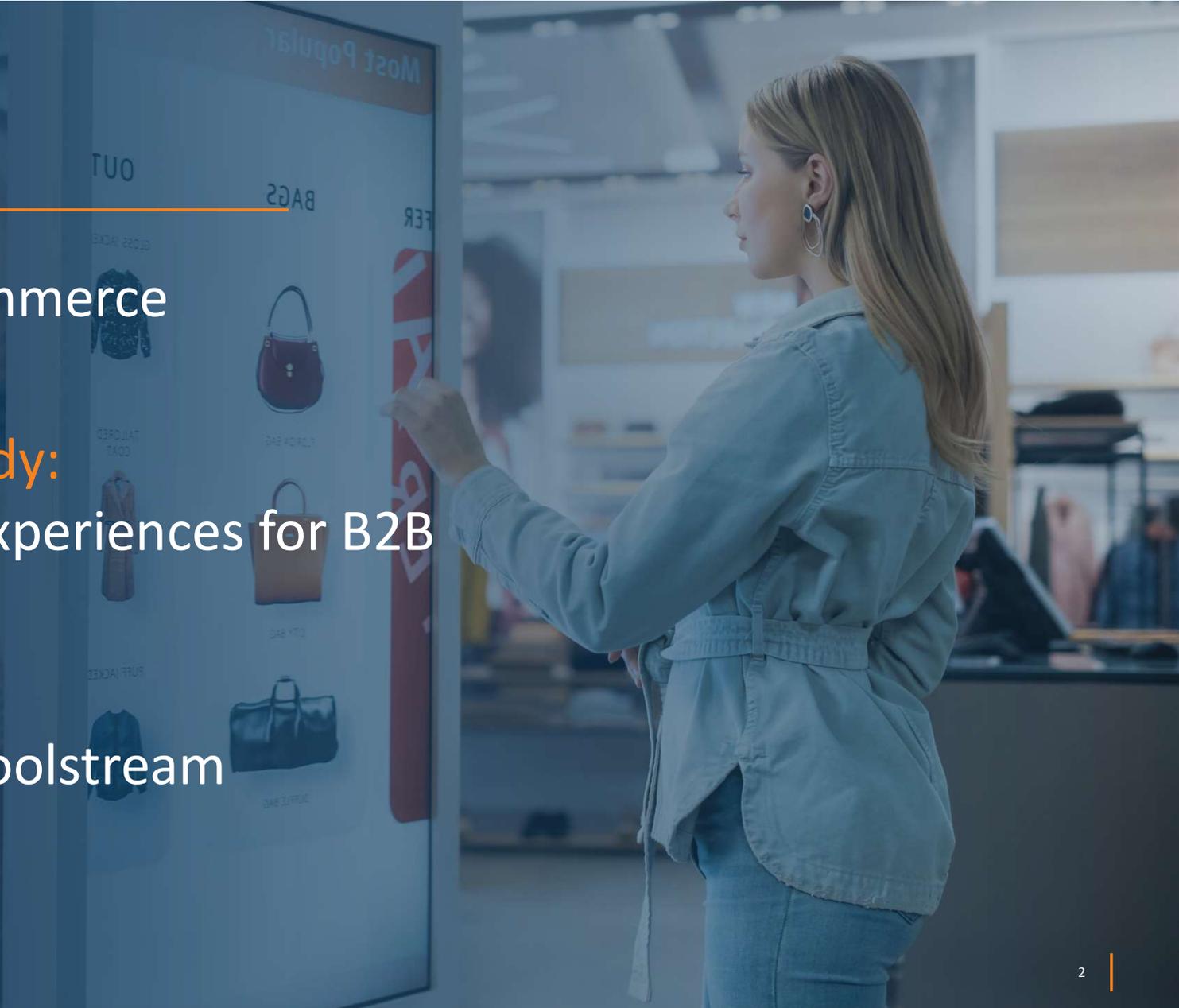
7 November 2023



# Agenda

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- The **state of B2B** commerce
- **Toolstream case-study:**  
Creating B2C style experiences for B2B customers
- **Fireside Q&A** with Toolstream



## B2C-style Experiences for B2B customers

# Presenters

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Optimizely

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**Tina Nelson**

Product Strategy Director, Optimizely

Columbus

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**Rob Watson**

Senior Advisor (Digital Commerce),  
Columbus

Toolstream

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**Ruth Richards**

Head of Marketing



**Nathan Doel**

Technical Project Manager

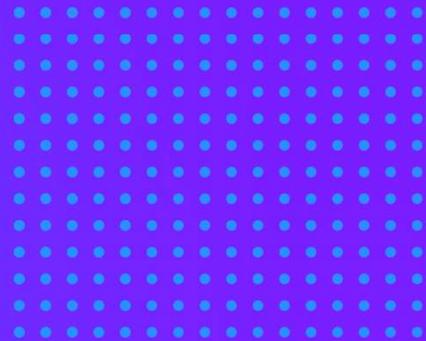


Next Up

**Tina Nelson**



Product Strategy Director  
Optimizely





# Economic headwinds impacting B2B growth



## Rising Inflation

Increasing costs fall on end customers leading to increased market competitiveness



## Labor Challenges

Difficult to source and retain critical CSR and sales roles to deliver high-touch service



## Supply chain disruptions

Unpredictable product inventory and decreased order fulfillment lead to lost sales



## Increased Digital Expectations

Need to invest in digital savvy purchasing channels

# B2B surpassed B2C in eCommerce Sales

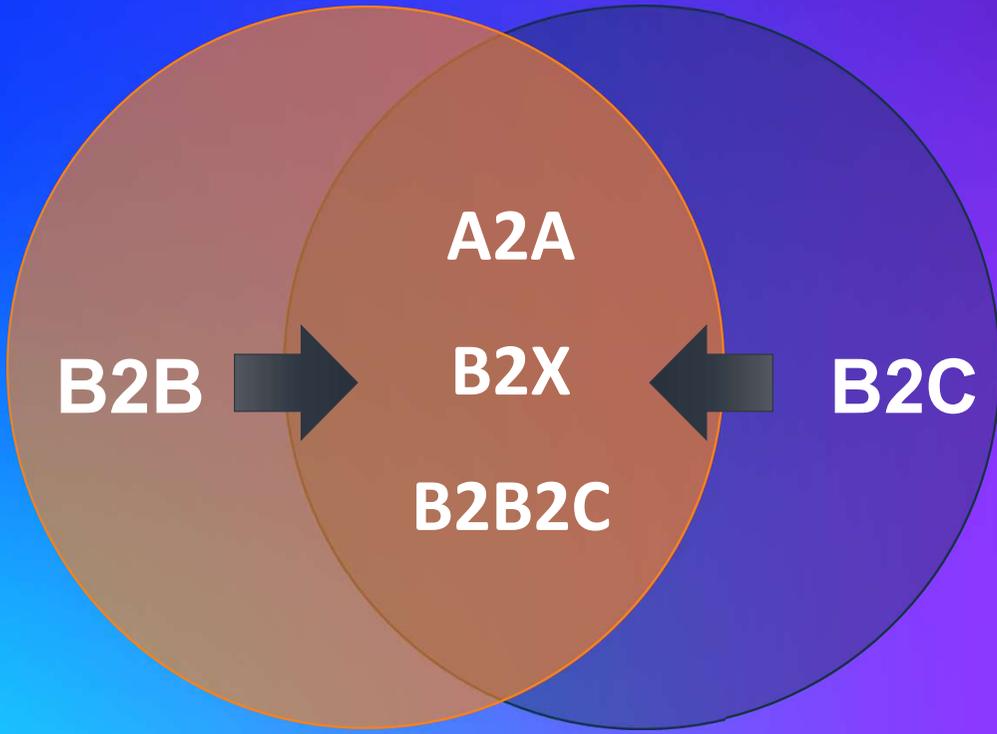


<https://www.linkedin.com/pulse/global-e-commerce-market-summary-q1-2023-b2b-b2c-sectors-beqiri-1e/>

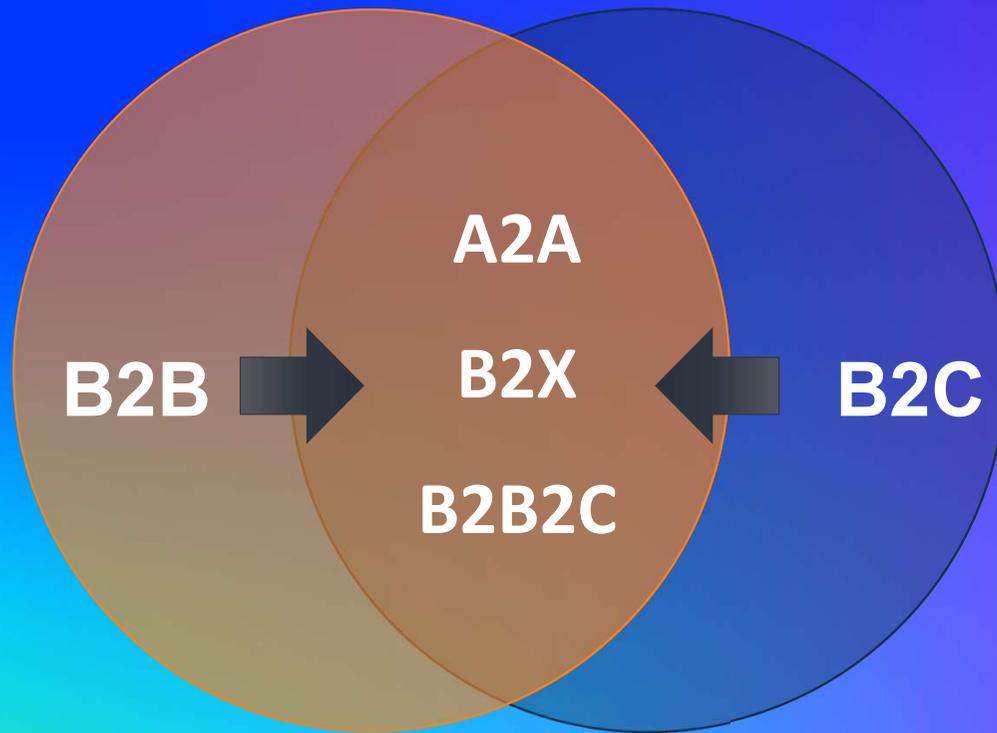
# B2B & B2C Converging



# B2B & B2C Converging



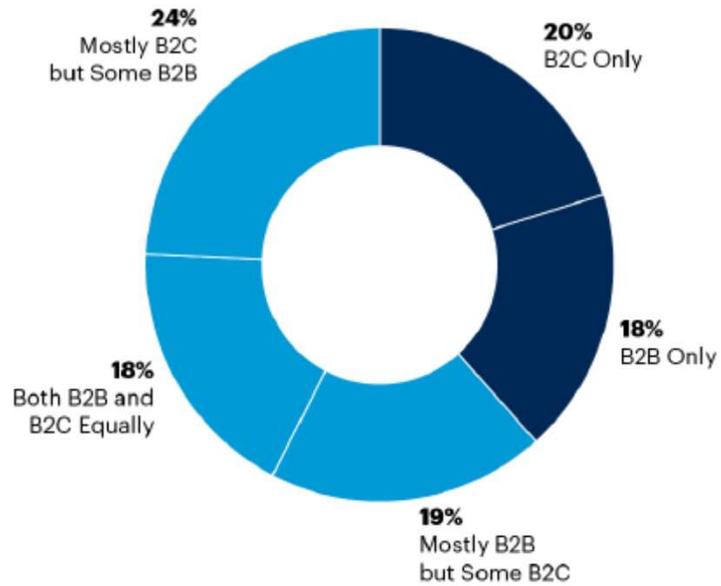
# B2B & B2C Converging



## Why?

- Building relationships is key
- Customer Data
- Competitive pressures
- Grow customer base...efficiently

### Use of B2B and B2C Commerce Business Models



n = 88 members (research circle plus external circle)

Q. To whom does your organization sell via digital commerce?

Source: Gartner Research Circle Digital Commerce State of the Union 2019 Survey

729073\_C

Gartner

**61%** engaged  
in both B2B and B2C  
digital commerce

Citation:  
Gartner, *Survey Analysis: 9 Key Trends in Digital Commerce Adoption*, Mike Lowndes, 23 September 2020.

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Customers have  
so many  
choices...





## Personalization Is Key to Winning Business

■ Consumers    ■ Business Buyers



# State of Personalization

Buyers expect you to understand them...

**83%**

of B2B buyers believe personalization enhances their purchasing experiences

**56%**

of B2B decision-makers believe it's critical to personalize their buyers journey

**65%**

of B2B buyers feel vendors aren't demonstrating an adequate understanding of their needs

# State of Personalization

And when it comes to revenue impact...

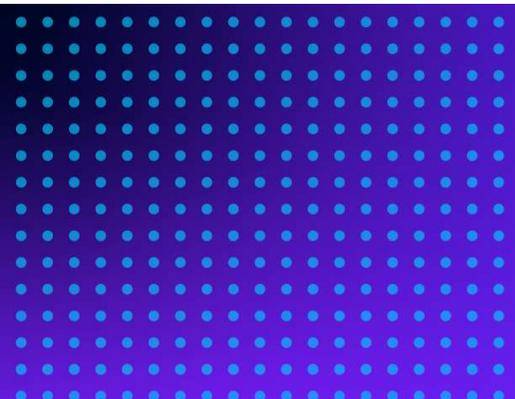
**79%**

of businesses that  
exceed revenue goals  
have a documented  
personalization strategy

**1.4x**

Personalization in B2B  
sales can lead to  
revenue growth

**Thank you!**





**Toolstream Case Study:**  
Creating B2C style experiences for  
B2B customers

## B2C-style Experiences for B2B customers

# Toolstream Introduction

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- Multi-brand supplier of over 6000 hand & power tools, operating in the UK and Europe
- Exceptional customer support is a differentiator – the new website needed to align with their personal-touch approach.
- B2B Portal acts as a full-service end-to-end portal for eCommerce, pre & post sales support, and media hub for Toolstream’s customers to operate efficiently.

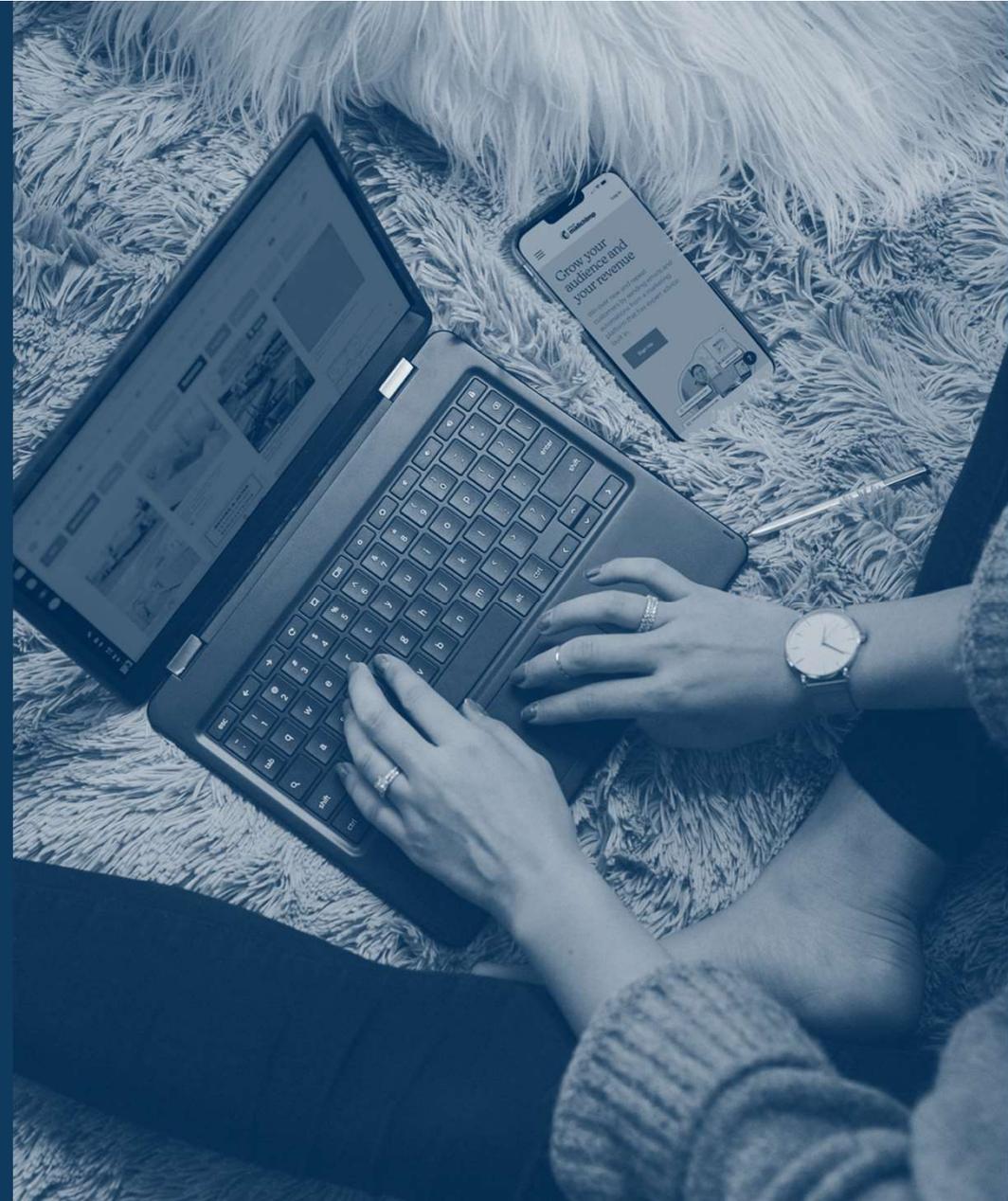
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## B2C-style Experiences for B2B customers

# Driving Success – Capabilities

- **B2B Portal** – Not “just” products online to buy: enhanced self-service tools and streamlined experiences
- **Highly Personalized** – Curated product lists, job-role specific content, real-time stock and pricing
- **Data-Driven** – Integration is key. The right information, in the right place, at the right time
- **Friction-free UX** – The success of a B2B platform is 100% down to adoption. Make sure your customers are comfortable and the experience is intuitive
- **It’s a Balancing Act** – between Engaging & Distracting: Help me do my job, don’t make it harder!





## B2C-style Experiences for B2B customers Sell where customers buy

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By 2025

80%

of B2B sales interactions between  
suppliers and buyers will occur in  
digital channels

Gartner Future of Sales 2025 report



## B2C-style Experiences for B2B customers Obsess over Customer Data

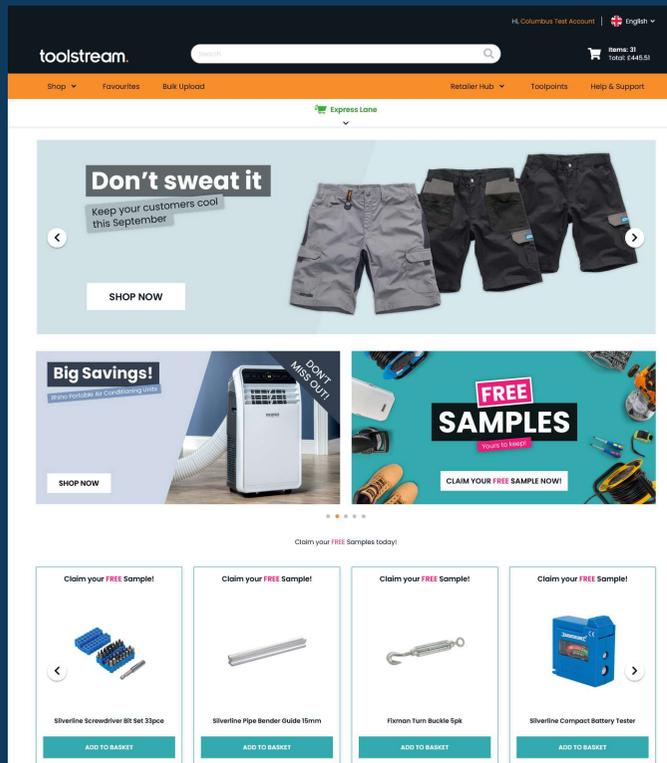
# 60%

of B2B sales organisations will transition from experience- and intuition-based selling to data-driven selling, merging their sales process, applications, data and analytics into a single operational practice

Source: The Future of Sales in 2025: A Gartner Trend Insight Report

# B2C-style Experiences for B2B customers

## B2B Commerce



Omni Product Recs

Request Samples

Upsell Recommendations

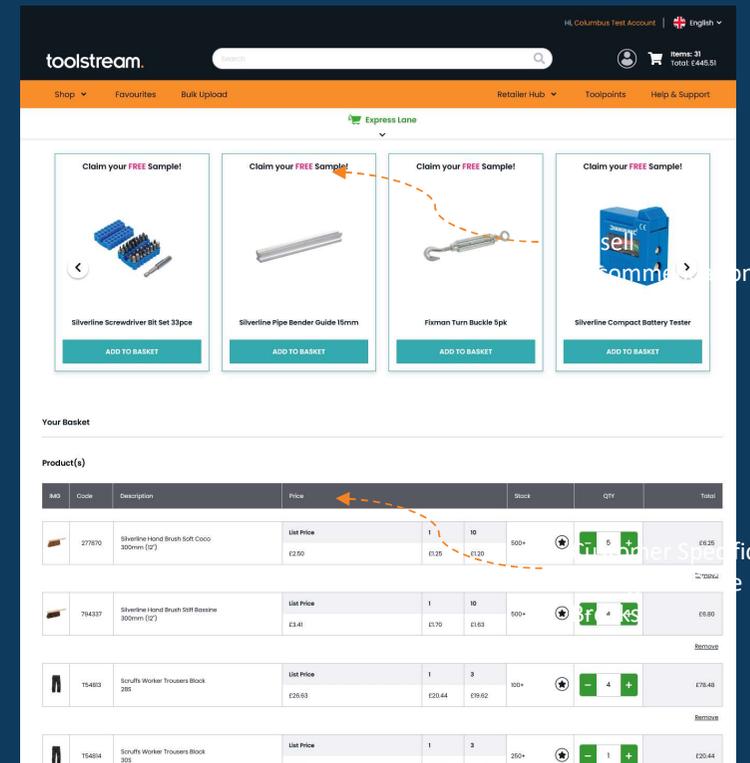
Customer Specific Ranges

Price Breaks

Ordering Matrix

Upload Orders

Quick Buy



# B2C-style Experiences for B2B customers

## B2B Portal

Invoices

Statements

Previous Orders

Locations & Preferences

Stockist Details

Company Details

The screenshot displays the toolstream B2B portal interface. At the top right, it shows the user logged in as 'Hi, Columbus Test Account' with a language selector set to 'English'. A search bar is positioned below the logo. A navigation bar includes 'Shop', 'Favourites', 'Bulk Upload', 'Retailer Hub', 'Toolpoints', and 'Help & Support'. The main content area features a grid of eight service tiles: 'My Orders' (Check order status, order history & delivery details), 'Invoices' (View all your invoices), 'Statements' (View all your statements), 'My Profile' (Manage your personal details), 'Address Book' (Manage your billing & delivery addresses), 'My Preferences' (Set up your marketing & email preferences), 'About My Company' (Add your business information), and 'Become a Listed Stockist' (Add your company to our Stockist Locator). A green bar at the bottom contains the 'Ask Us For Help' tile (View & create Support Tickets).

# B2C-style Experiences for B2B customers

## Modern Customer Support

Hi, Columbus Test Account | English

toolstream. Search

Items: 31 Total: £445.51

Shop Favourites Bulk Upload Retailer Hub Toolpoints Help & Support

### Ask Us For Help

We know it's important that we get your order to you as fast as we can and without any issues. If you do have a problem with your order, use the form below to let us know and we'll fix it right away.

[+ Create New Ticket](#)

Sort By **Updated Date Desc**

Ticket Table	Subject	Status	Created	Last Updated	
2204	Faulty Product - 00009220	New	26/10/2022 15:44:54	26/10/2022 15:44:55	<a href="#">View</a>
2203	Problem with Product on Order - TS-SO-02181664	New	26/10/2022 15:42:32	26/10/2022 15:42:32	<a href="#">View</a>
2195	Problem with Product on Order - TS-SO-01570709	New	05/10/2022 17:04:46	05/10/2022 17:04:46	<a href="#">View</a>
2194	Faulty Product - 00009220	New	05/10/2022 16:59:28	05/10/2022 16:59:30	<a href="#">View</a>

Single Sign-on

Seamless Experience

Omnichannel Service

Centralised Ticketing

White labelled Ticketing

# B2C-style Experiences for B2B customers

## Retailer Hub

The screenshot shows the 'Retailer Hub' interface for 'toolstream'. At the top, there's a navigation bar with 'Shop', 'Favourites', 'Bulk Upload', 'Retailer Hub', 'Toolpoints', and 'Help & Support'. The main content area is titled 'Welcome to the Media Centre' and includes a sub-header: 'Create your own ads, posters and media campaigns. From product videos, images and logos to technical manuals and spec, you'll find everything you need to get your customers on board.' Below this, there are ten media options arranged in two rows of five. Each option is represented by a circular icon and a text label: 'Web Images', 'Web Images - Transparent', 'Web Images - Watermarked', 'Print Images', 'Lifestyle Images', 'Product 360° Files', 'Packaging', 'Product Manuals', 'Product Spec Sheets', and 'Posters & Ads'. Each icon also includes a small shopping cart icon and a downward arrow.

Omni Product Recs

Request Samples

Upsell Recommendations

Customer Specific Ranges

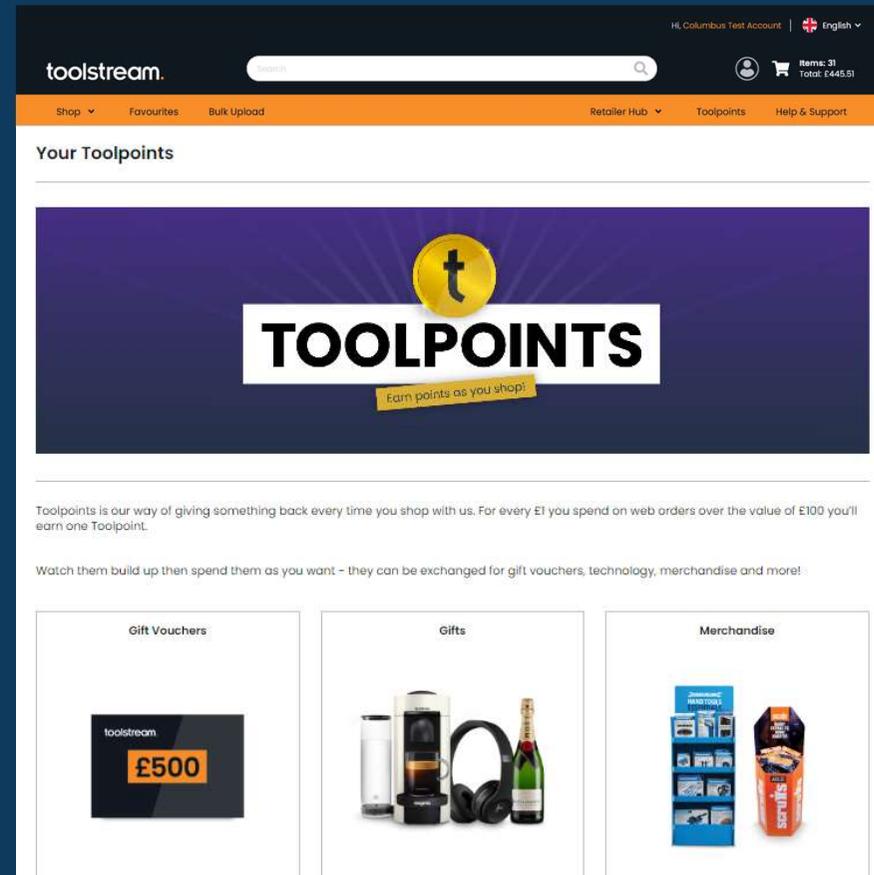
Price Breaks

Order Matrix Option

Quick Buy

B2C-style Experiences for B2B customers

# Non-Stop Loyalty : Giving back to the Buyer



B2C-style Experiences for B2B customers

# One Final Thought – Blow up Experience!



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