Content is King!

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This well-known expression is a true thing though….

Especially with a B2B environment. Although huge steps are taken to compete with the leading examples from the B2C world, the crucial step to structure content is often skipped.

Practice tells us that B2B companies still treat their e-commerce sites as an online catalog for products and services which doesn't help to optimize customer experience (CX). To focus on CX and to meet the specific demands of a B2B customer, structured data is quite of essence as B2B product content can be very complex.

Its main challenge is to manage product information in many categories, types and combinations of products. Making it easy for users to search ánd find what they need, neatly displayed in a list and preferably with suggestions for alternatives or related products.

In order to meet the desired B2C shopping experience; accurate, consistent and relevant product information is essential.
First step is to retrieve all information from different departments and out of the heads of employees and load that into a centralized Product Content Management system (PCM). As it will not only help in structuring data, it also contributes to enriching data into useful information and to monitor the quality of the data.

If this essential base is right and the PCM is properly managed, you have conquered one of the biggest challenges in B2B commerce and fulfilled the prerequisite to focus on the next step; user experience.

A survey conducted by SAP Hybris and CMO Council amongst senior marketeers shows the following results about their challenges in using data to achieve customer insights:

- Data is often 'locked' away in organizational silo's (21%)
- There is too much data to effectively manage, analyze and use (20%)
- Data is a mess and filtering raw data into useful insights has proven difficult (12%)

Stay tuned for our next blog: "Increased focus on user experience in B2B market"