

OMNICHANNEL

Why an omnichannel strategy is key to B2B sales in manufacturing & distribution.

WHAT IS OMNICHANNEL?

Omnichannel in manufacturing and distribution is an approach to sales that aims to provide a **seamless customer experience across multiple touch points**, allowing customers to make purchases in person or online, from a desktop or mobile device.

Because this approach can easily adapt to a buyer's preferences and needs at any point in time, the **omnichannel customer spends more than the single channel customer.**



THE OMNICHANNEL PLATFORM INCLUDES:



A MOBILE ORDER WRITING APP
for your sales reps



A B2B ECOMMERCE PORTAL ON WEB & MOBILE
for your customers



A WEB ORDER MANAGEMENT HUB
for your back office team



AN EXAMPLE OF THE B2B OMNICHANNEL CUSTOMER EXPERIENCE



Learn about a supplier's product with a sales rep.



Check inventory on a supplier's website.



Buy the product later from a mobile device.

BENEFITS OF AN OMNICHANNEL PLATFORM:

A B2B omnichannel platform, including a **mobile order writing application** for your sales reps, and a **web and mobile eCommerce** portal for your customers to place online orders, is critical to success in today's manufacturing and distribution environment. **Here are the top three benefits of an omnichannel platform:**

1

A SINGLE, INTEGRATED BACKEND.

An omnichannel platform consolidates order data coming from the field—both from your sales reps and your customers—into one single backend. It's where your customer service team can configure and manage your product, customer, and order data, allowing you to immediately sync any updates to your customers' and reps' devices. Another big benefit is the single integration point. During implementation, it only requires a one-time integration with your ERP or accounting software.

2

ELEVATION OF YOUR SALES REPS.

Sales reps continue to play a critical role in manufacturing and distribution as revenue drivers and providers of exceptional customer experiences. Omnichannel sales and ordering technology enhances the role of your reps by eliminating transactional work and freeing up their time to provide more strategic assistance to your buyers.

3

A STRONG FOCUS ON MOBILE.

Mobile commerce is growing exponentially, outpacing desktop eCommerce at a **rate of 3:1**. Therefore, a seamless omnichannel environment **must** include a buying experience optimized for mobile—particularly, **native mobile**.

