




# The 2024 eCommerce Personalisation Playbook **B2B Food & Beverage**


# PERSONALISATION IS NO LONGER A LUXURY IN B2B FOOD AND BEVERAGE ECOMMERCE; IT'S A NECESSITY.


Your buyers expect tailored experiences that cater to their unique needs and preferences. According to a [Salesforce](#) study, **67% of B2B buyers changed vendors for a more consumer-like experience**. If you don't deliver, they'll find a competitor who will!

In this playbook, we'll reveal the most effective personalisation tactics for B2B eCommerce in the food and beverage sector.

From product recommendations to individualised views at a user level, you'll discover how to:

 **Boost sales** with increased Average Order Values (AOV)

 **Reduce friction** at every stage of the buyer journey

 **Streamline** your back-office operations



## GET READY

To elevate your B2B eCommerce game and leave generic one-size-fits-all experiences in the past!

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“A lot of companies we’ve dealt with in the past had a huge staff turnover and then you’ve got to start again. Whereas with Monsoon certainly there seems to be longevity with the team and that creates a lot of confidence. Nobody left the team in the whole two years of the project.”



**Ashley O'Brien** | CEO of Odaios Food & O'Brien Ingredients

**Our F&B clients include:**



**GET IN TOUCH WITH  
OUR TEAM TODAY**

If you'd like to schedule a call with our team of eCommerce experts to discuss optimising your digital journey [www.apexb2b.com](http://www.apexb2b.com)

# 01

## WHAT IS PERSONALISATION IN B2B ECOMMERCE?

Personalisation in B2B eCommerce tailors the shopping experience to individual buyers' needs and preferences. By providing relevant customised experiences, B2B sellers can improve customer satisfaction, loyalty, and revenue.

### KEY ELEMENTS OF PERSONALISATION:



**Product recommendations:** One of the most effective ways to personalise the B2B eCommerce experience is by making it easier for customers to find what they're looking for.



**Personalised pricing:** Pricing can vary significantly in B2B based on factors such as order volume, customer loyalty, and contractual agreements.



**Content promotion:** Not all the content you produce to supplement and inform your buyers will be relevant to each buyer at each step of their journey.



“We all know B2B can be complex. But we can still aim to get the basics right. Know your users. Understand 100% what they want from your eCommerce platform. Presenting accurate product information and segmented content is a must have in today’s fast moving economy.”



**Tadhg Bowe** | Solutions Specialist, Monsoon Consulting



# 02

## BOOST SALES WITH TAILORED PRODUCT RECOMMENDATIONS

 Increase sales by suggesting relevant products to each B2B buyer

 Provide personalised product catalogues for easy navigation and discovery

 Utilise recommendation engines and dynamic product bundling

Providing personalised product catalogues can greatly enhance the B2B customer experience and ultimately grow your basket size.

By curating catalogues tailored to each customer's specific requirements, you can make it easier for them to discover and purchase relevant products.

## Curate tailored catalogues

Segment your B2B customers based on factors such as:

- **Industry:** Group customers by their industry, such as restaurants, hotels, or retail stores.
- **Budget:** Segment customers based on their typical spending habits and budget ranges.
- **Preferences:** Categorise customers based on their preferred product attributes, such as organic, gluten-free, or eco-friendly.

## Highlight relevant products

Within each personalised catalogue, highlight products that align with the customer's specific needs and preferences. Use data on purchase history, browsing behaviour, and customer feedback to identify which products are most likely to appeal to each segment.

## Enable easy navigation and discovery

Ensure that customers can easily navigate and discover products within their personalised catalogues by implementing user-friendly design and search functionality.

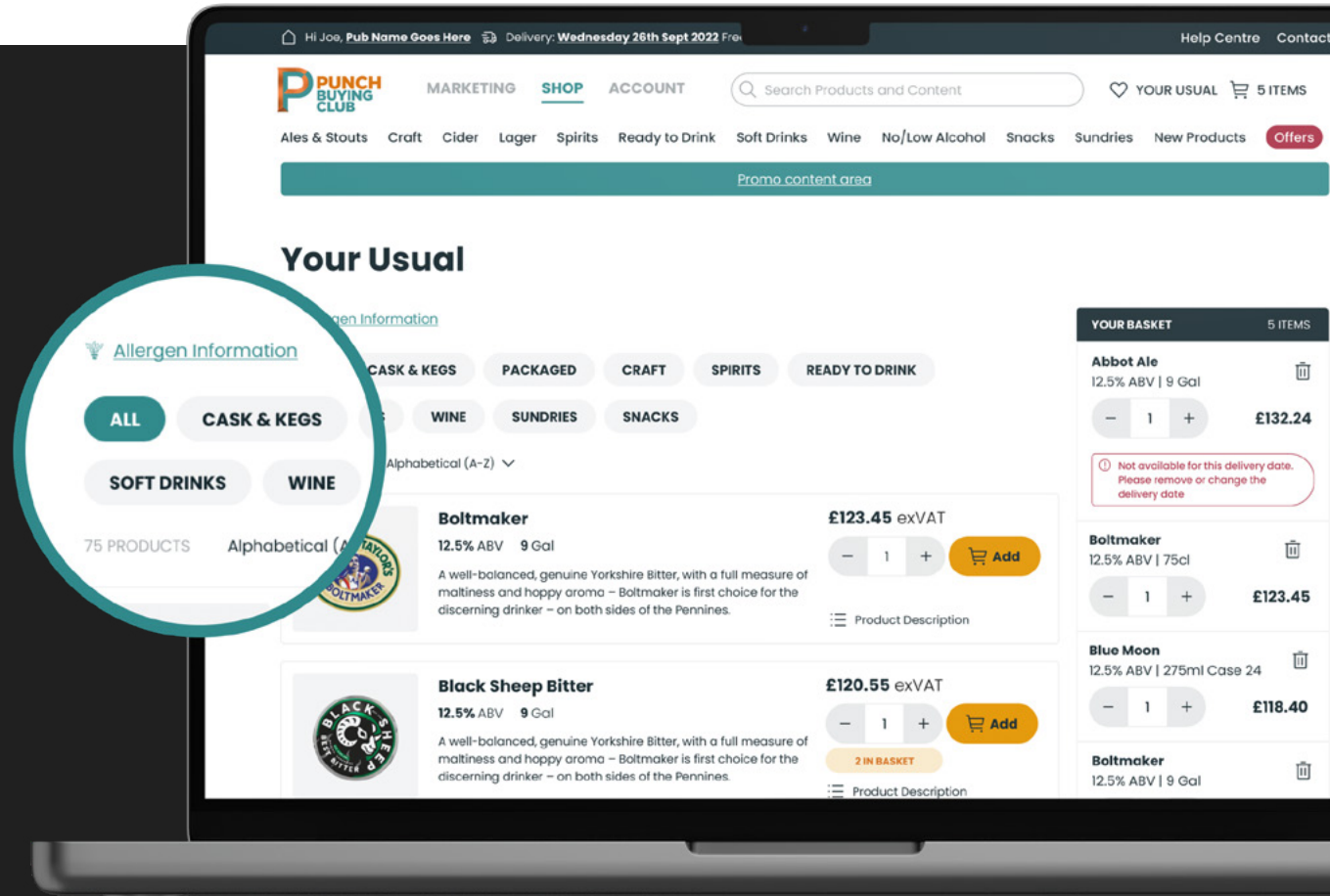


## Easy Access to Favourites

In the Food and Beverage industry, a majority of ingredients are reordered from week to week. By storing a set time period's worth of favourite items for each customer, you enable them to optimise their reordering by simply ticking off the items they need from the most recent orders.

Monsoon's R&D team has developed this feature and implemented it with one of our major F&B clients, **Punch Pubs**, which supplies over 1200 pubs across the UK.

Publicans can easily review products they've ordered within the past 6 weeks. They can then select at a line item level to reorder each item rather than having to add all to cart and then edit later. This saves a lot of time in the checkout process, which is a big help in the fast-moving restaurant space.



## Create personalised cross-selling bundles

Analyse customer data to identify common product combinations or complementary items. For example, if a customer frequently buys coffee beans, suggest a bundle that includes coffee filters, sweeteners, and stirrers.

While this can be done manually if you're only getting started with eCommerce, as you get more data through your systems, you'll be able to pull bundles dynamically. With this new data, you'll be able to highlight "Frequently Bought Together" as part of your Add to Cart flow, which is proven to grow average order values by up to 30%, according to [McKinsey](#).



Cross-selling, upselling, and your favourites are just some of the standard features of our new B2B eCommerce solution, **Apex**.

**DISCOVER ALL THE GROWTH FEATURES**

# 03

## **GROW REVENUE WITH PERSONALISED PRICING STRATEGIES**

Boosting revenue in the B2B food and beverage sector requires innovative approaches tailored to your customer base. One of the most effective methods is through personalised pricing strategies.

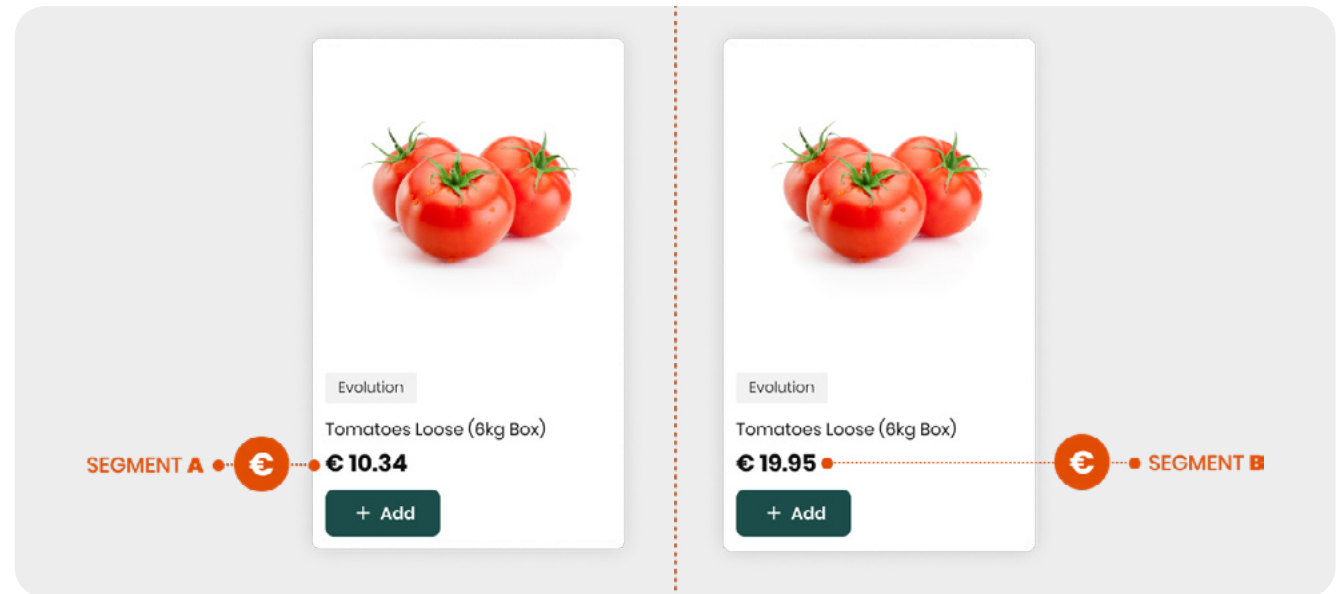
Implementing loyalty programmes with personalised incentives further enhances customer retention and drives repeat purchases.

### **Dynamic pricing based on customer segments**

Understanding your customers is crucial for effective pricing. Analyse customer data to identify distinct segments based on their purchase behaviour and value to your business.

With this information, you can dynamically adjust prices for each group, optimising revenue and enhancing customer loyalty. Use tools like Salesforce CPQ or SAP CPQ to implement dynamic pricing strategies effectively.

Segmentation allows you to cater to the specific needs of different buyers, offering prices that reflect their unique value to your company.



## Monitor competitor pricing and market trends

To ensure your dynamic pricing strategy remains competitive, regularly monitor your competitors' prices and overall market trends. Use tools like price tracking software or manual research to stay informed about price fluctuations and new product offerings in your industry.

As clients are increasingly shopping around with multiple vendors who carry similar ranges of products, you need to ensure your pricing is competitive within your niche.

## Offer personalised discounts and promotions

In addition to dynamic pricing, offering targeted discounts and promotions is a powerful way to drive revenue and build customer loyalty. By leveraging individual customer data, you can provide personalised discounts that are tailored to each B2B buyer's unique needs and preferences.

## Implement loyalty programmes with personalised incentives

Consider implementing a loyalty programme that rewards frequent purchases with personalised incentives. By offering tailored rewards, you can encourage repeat business and build long-term customer relationships.

This is a practice that you may feel belongs only in the B2C world. However, many of the expectations and trends of consumer shopping are quickly becoming the norm in B2B as well.

ACCORDING TO GARTNER,

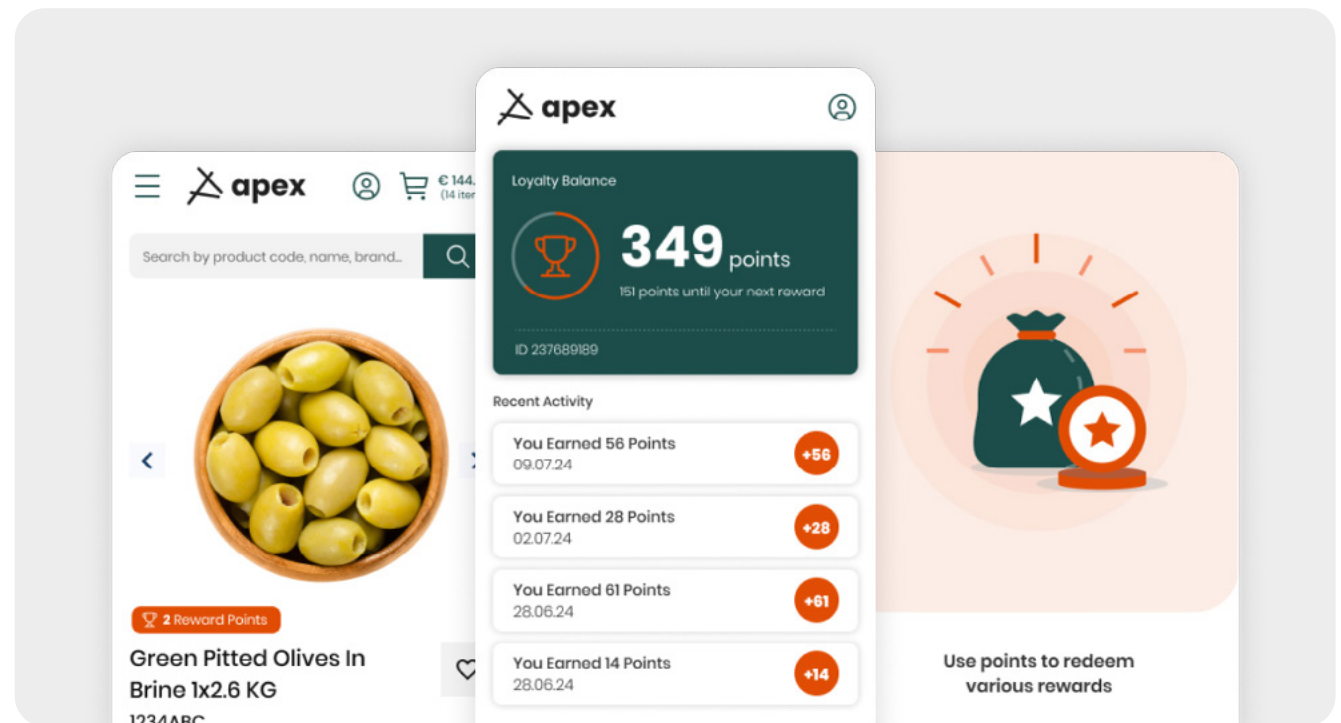
**Only 10% of B2B businesses** are currently primarily focusing their efforts on retaining existing customers.

Repeat purchases from loyal customers, combined with additional points of personalisation, will ensure your brand stands out from your competitors.




A B2B loyalty programme will naturally look significantly different to a B2C one. Rather than earning points for purchases, more common B2B practices involve tiered client levels that offer unique benefits. Some of these might include tailored business consultancy services or team-wide special experiences as benchmarks are achieved.


As margins in B2B get tighter and the drive to acquire new customers becomes more challenging, don't overlook recognising and nurturing your existing client relationships.



# 04

## INCREASE ENGAGEMENT WITH CUSTOMISED CONTENT

 Boost engagement and conversion rates with persona-based content tailored to each B2B buyer's preferences.

 Maximise ROI by continuously testing and optimising content variations across various channels.

### Create persona-based content

Developing detailed buyer personas is crucial for creating content that resonates with your B2B food and beverage customers. By leveraging customer data and market research, you can identify key characteristics, challenges, and preferences of each persona.

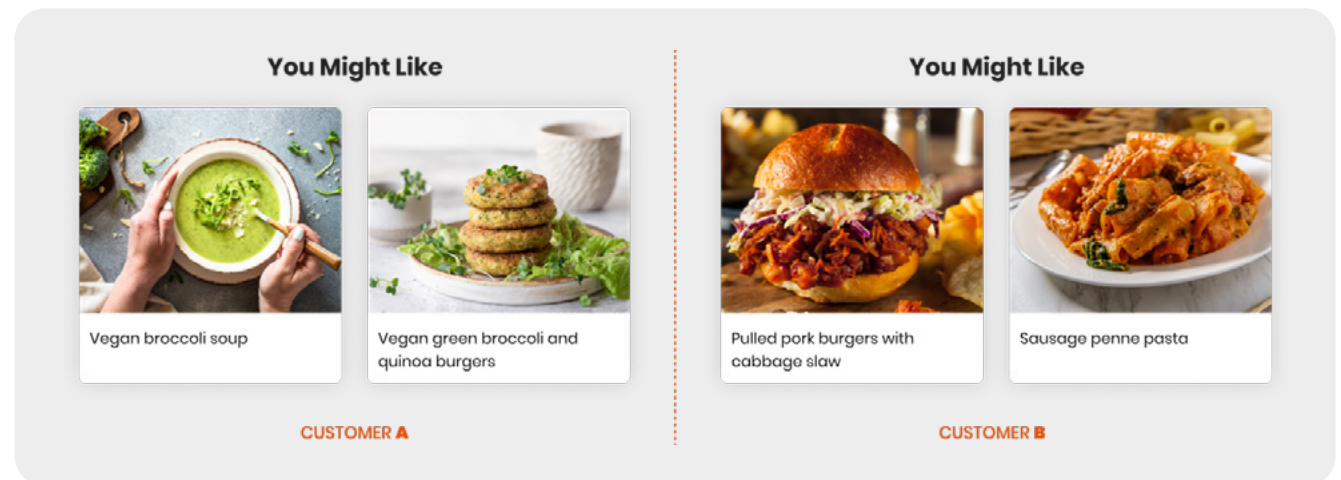
For example, a procurement manager might prioritise cost efficiency, while a sustainability officer might focus on eco-friendly products.

## Implement dynamic website content

Leverage a variety of tools to display dynamic website content based on each visitor's behaviour and preferences. By analysing factors such as browsing history, past purchases, and demographic data, these tools can recommend products, offer targeted promotions, and adapt website navigation to create a highly personalised experience.

Consider using tools like Dynamic Yield or Optimizely for implementing dynamic website content.

For instance, if a visitor frequently browses plant-based products, your website can automatically highlight relevant items and content such as vegan recipes or sustainability initiatives.



## CRM Integration

Integrating your Customer Relationship Manager (CRM) system with your website is crucial for managing customer data and personalising content effectively. A robust CRM like Salesforce or HubSpot can help you track customer interactions, purchase history, and preferences, enabling you to tailor your content to meet their specific needs.

For example, if a restaurant frequently orders organic produce, your website can automatically display related content such as recipes using organic dairy or meats and offer personalised discounts or bundle deals when they log in.

This is achieved by syncing CRM data with your site in real-time, ensuring that any updates or changes in customer preferences are immediately reflected in the content shown. At Monsoon, we excel in integrating CRMs with eCommerce platforms, ensuring seamless data flow and effective personalisation.

With CRM as a complement to your site, you can take an extra step with your personalisation into email marketing campaigns. While the team at Monsoon only handles web development, we have trusted marketing agencies we can refer to help you succeed in promoting your product across more channels.

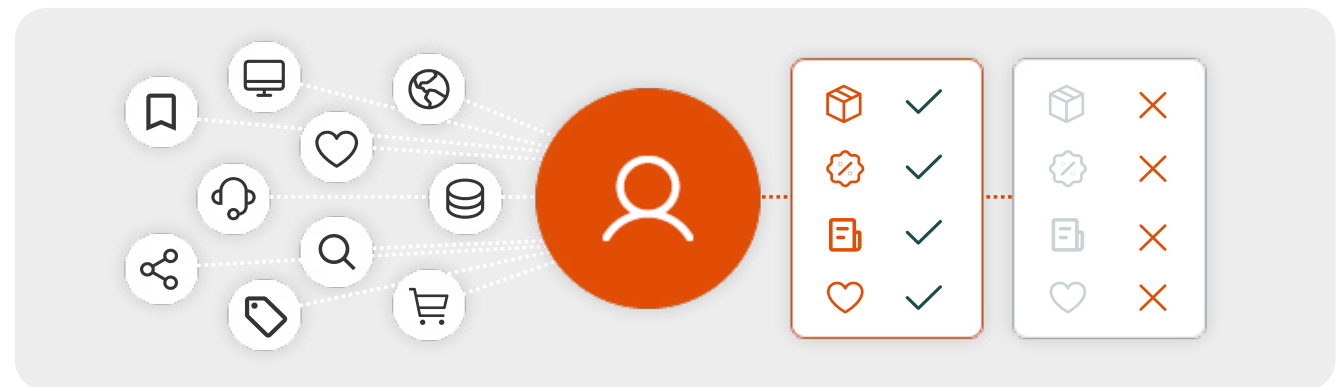
## Manage and optimise back-office administration

Effective content personalisation requires streamlined back-office workflows. What you are able to achieve is a combination of the data you have, how it's organised, and finally how it's used. Many companies suffer from too much data and feel overwhelmed while lacking the infrastructure and processes to truly harness it.

Here are some of our tips on how to manage and optimise your back-end processes:

### Centralise data management

Data in companies is abundant and often siloed within different departments. Centralising your data management ensures that all customer information is stored in a unified system, providing a single source of truth. This approach reduces data fragmentation and makes it easier to personalise content across all touchpoints.





### **Connect your tools (with more tools!)**

To centralise data effectively, integrate your CRM system with your Content Management System (CMS), Order Management System (OMS), and website analytics. Tools like Zapier, MuleSoft, or custom API integrations can facilitate this process by connecting disparate systems and automating data flow.

Platforms like Salesforce, HubSpot, and Microsoft Dynamics can serve as central hubs, aggregating data from various sources. By having all this data in one place, you can easily analyse patterns and trends, enabling more precise personalisation.



At Monsoon Consulting, we specialise in integrating these diverse systems to ensure seamless data flow and management. Our expertise ensures that your data is not only centralised but also optimised for actionable insights, helping you deliver a personalised experience that drives customer loyalty and business growth.

### **Automate workflows**

Automation can significantly reduce the manual effort required to manage personalised content. Tools like Zapier or custom scripts can automate tasks such as updating customer records, sending follow-up emails, or generating personalised reports. This automation ensures that your team can focus on strategic tasks rather than repetitive administrative work.

## 05

## OFFER SELF-SERVICE FEATURES

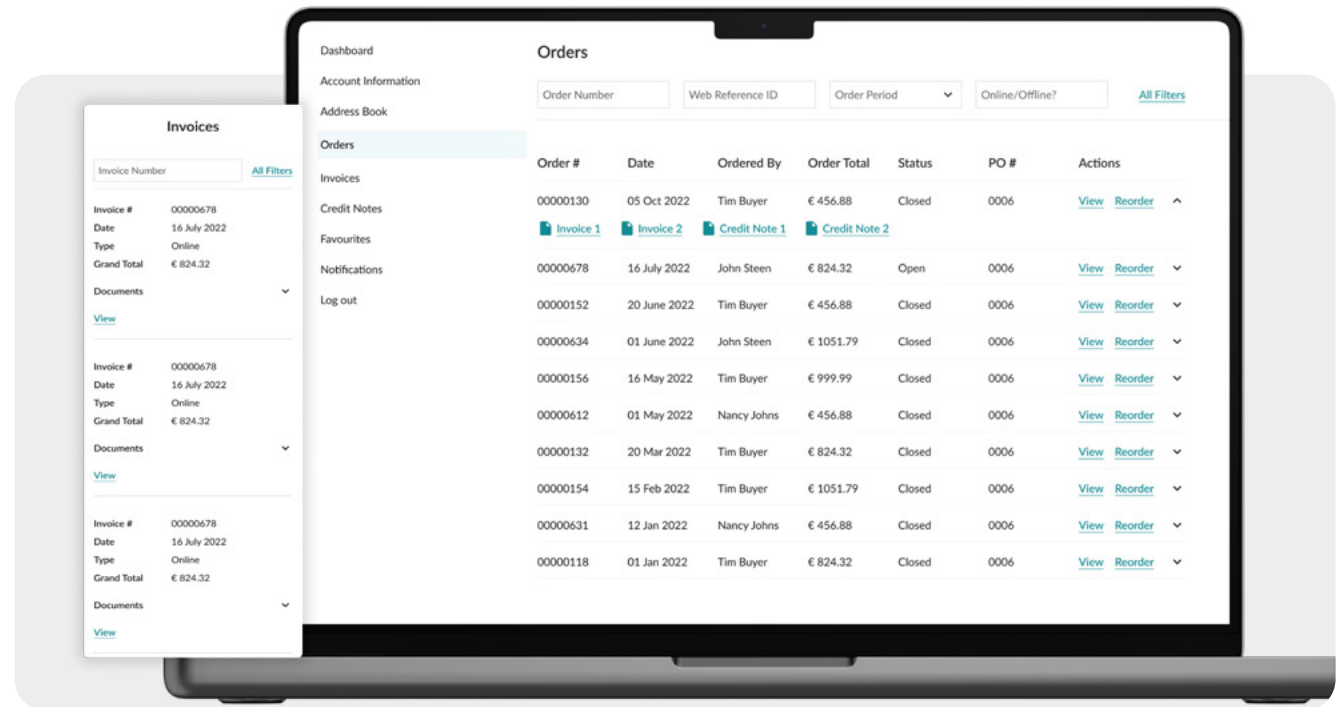
Empower your customers with self-service options and personalised dashboards. Allowing customers to view their account details on a personalised dashboard reduces friction and enhances the user experience.

Self-service features like account management, order tracking, and invoice viewing provide customers with immediate access to important information. This accessibility not only improves customer satisfaction but also reduces the workload on your customer service team.

A RECENT [FORRESTER STUDY REVEALED](#), a significant shift in B2B buyer behaviour, with **self-directed buying interactions now surpassing human interactions** (15 to 12).

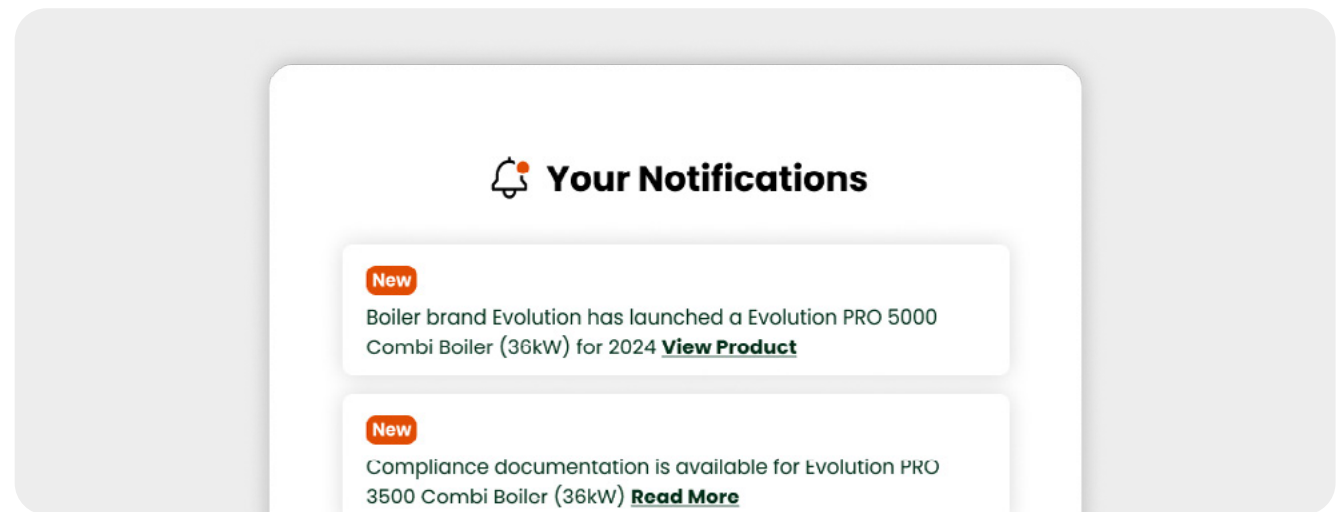
For example, Odaios Foods, a major distributor in Ireland and newcomer to eCommerce, launched their new B2B site earlier this year. Within just three months of launch, their sales volume increased by 10%, and they freed up over ten staff hours per week previously spent managing client accounts and orders.

By streamlining and digitising their administrative workflows, Odaios Foods is saving significant time on menial tasks. This efficiency allows them to reallocate staff time to more strategic activities, helping them scale their business in more impactful ways.



## Customised dashboards

Personalised dashboards can display relevant metrics and content based on the user's role and preferences. For example, a procurement manager might see recent orders and budget tracking, while a sustainability officer might view eco-friendly product suggestions and impact reports. Customised dashboards help users quickly access the information they need, streamlining their workflow.



## Personalised notifications

Notifications can be tailored to individual users or groups to highlight relevant information. For instance, alert customers when their favourite products are back in stock or send reminders for subscription renewals. Personalised notifications ensure that your messages are timely and relevant, increasing customer engagement.

# 06

## THE BENEFITS OF PERSONALISATION FOR B2B FOOD & BEV ECOMMERCE

Personalisation boosts customer engagement, loyalty, and revenue for B2B food & beverage brands. It's no longer just a nice-to-have in B2B. Your competitors are creating unique journeys for their customers, and if you don't keep up, your customers may soon be theirs.

ACCORDING TO A RECENT [FORRESTER REPORT](#),

**71% of B2B buyers** are Millennials or Gen Z and their expectations align more with B2C standards set by giants like Amazon.

Those who don't adapt to the changing standards are likely going to get left behind.

Ultimately, it boils down to customer experience—**happy customers spend more.**





## **INCREASED CUSTOMER ENGAGEMENT AND LOYALTY**

Personalised experiences make B2B buyers feel valued and understood.



## **ENHANCED CUSTOMER INSIGHTS AND DATA**

Implementing personalisation requires collecting and analysing customer data, which provides valuable insights for future marketing efforts.



## **IMPROVED CONVERSION RATES AND REVENUE**

Targeted product recommendations and pricing strategies based on customer data can significantly boost conversion rates for B2B food & beverage brands.



## **INCREASED CUSTOMER LIFETIME VALUE**

Ultimately, the benefits of personalisation in B2B food & beverage eCommerce lead to increased customer lifetime value.

# 07

## HOW MONSOON CONSULTING CAN HELP

Are you ready to take your B2B food and beverage eCommerce sales to the next level? Embrace personalisation, partner with Monsoon, and watch your business thrive online.

Monsoon's team of experts has decades of experience in B2B eCommerce, working with some of the biggest names in Food and Bev like Sysco Ireland, Odaios Foods, and Punch Pubs UK. We go beyond just websites—we're an end-to-end eCommerce solution provider. We partner with our clients for over 6 years on average, so we're in it for the long haul. We want to help you grow—because when you succeed, we succeed.

## OUR EXPERTISE



Discovery & Vision Workshops



Responsive Web Design



UX/UI Design



Backend Architecture



Frontend Development



Support & Maintenance



Infrastructure & DevOps



Integrations

“Throughout the project, their team demonstrated professionalism, expertise, and dedication. There was clear communication and timely updates throughout the process, with Monsoon’s team understanding our bespoke business requirements and working with us to ensure smooth delivery. I’m looking forward to continuing to work with them on future developments.”



**Chris Knight** | Development and IT Project Manager, Punch Pubs UK

**GET IN TOUCH WITH  
OUR TEAM TODAY**

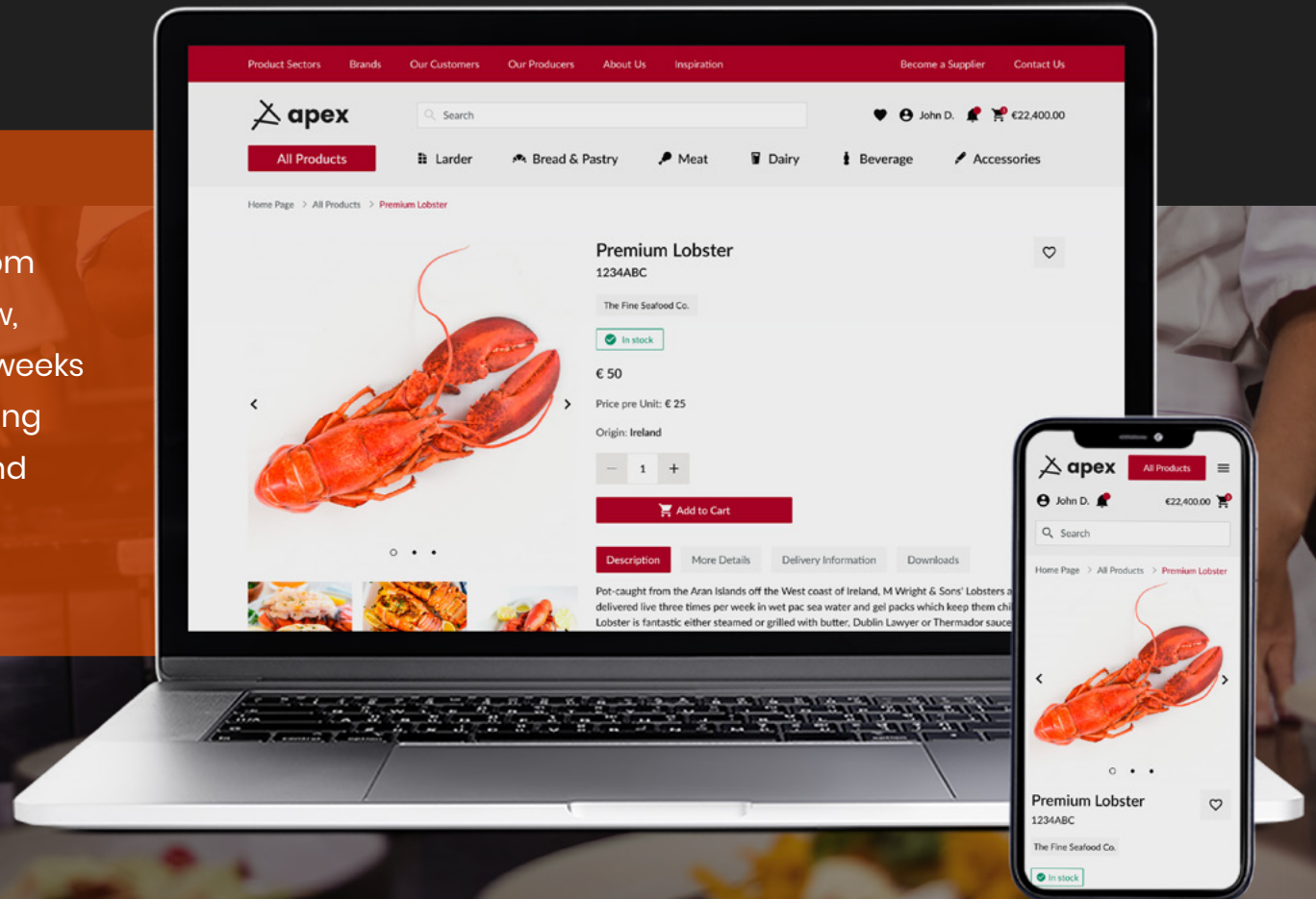
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# The B2B eCommerce solution for wholesalers, manufacturers, and suppliers

Grown from **over 20 years of web development experience** with some of the biggest names in B2B eCommerce, Apex is built to help you scale online efficiently.

Rather than reinventing the wheel, we've prepackaged the necessary features from working with enterprise-level clients. Now, smaller B2Bs can get up and running in weeks at a fraction of the cost, all while benefiting from our skilled design, infrastructure, and support teams to forge a long-lasting partnership.







Discover your digital path ahead with an eCommerce Readiness Assessment from our B2B experts.

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