Benefits of **Digital Quoting** in B2B Manufacturing

The time has come for B2B manufacturers to digitize their traditional quoting process, gaining in customer satisfaction and increased revenue.

Spryker

Introduction

We've all witnessed how digitization has become a game changer for innovation, especially with the impact of the pandemic on every industry. Technology is your friend: this is a modern mantra that every business should keep in mind and put to good use.

With the rise of e-commerce, the B2B landscape has experienced a migration to the digital. In 2020, the demand for digital commerce sales channels from B2B buyers has significantly increased – and B2B sellers have picked up the hint. According to McKinsey and Co., about **65% of B2B companies across multiple industries are transacting online in 2022**.

So what's in it for manufacturers? Just an incredible opportunity to capitalize on customers' needs and preferences for efficient and fast digital solutions.

Digital transformation in the B2B manufacturing industry

Although manufacturers tend to be more careful in embracing revolutionizing technology, the e-commerce trend has inevitably pushed them towards the digital shore.

> ## Digital transformation in the manufacturing market is expected to reach $767.82 billion by 2026[1].

Digital technologies and automation allow manufacturers to improve traditional processes and products, leading to several advantages, such as reducing processing costs and optimizing operational efficiency, with consequent positive results on revenue. IoT and robotics can reduce errors and increase the quality of the products. Moreover, fields like sales, marketing, order management and fulfillment can be streamlined to improve customer experience and gain competitive advantage.

Forget about long turnaround times, impersonal customer experience, inconveniences and inaccuracies on quotes and on the purchasing process. The demanding B2B manufacturing customers of today are expecting you to eliminate these road bumps and provide them instead with **smooth communication, tailored customer experiences, speed** and **precision**.

What can help your manufacturing business achieve these goals is to make room for optimisation with a digital quoting process.

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Manufacturers have to rethink customer engagement tactics and processes as well as aspects of the channel strategy. For many, being online has been an afterthought.

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Andrej Maihorn, vice president of U.S. GTM and industry solutions, Spryker

Digitization is embedded in the B2B buyer's behavior. Today, B2B buyers are less patient and they are craving a smooth and intuitive customer experience similar to B2C.

[1]Source: Mordor Intelligence

The main challenges of traditional quoting

In manufacturing, the Request-For-Quote (RFQ) process is the first step towards closing a deal. The customer requests a quote, and the manufacturer needs to provide an appealing and accurate quote that satisfies both parties' needs.

However, traditional manual quoting presents us with some challenges:

Challenge #1 : Time

Legacy manual quoting usually requires a sales team to go through a long process which includes getting input from various specialists, looking for a customized customer solution, managing data, undergoing manual calculations, waiting for approvals and reviews, and organizing all the input into a presentable final quoting document. This process can be very time-consuming, taking weeks for a complex order. This results in a delayed offer to the customer, and in expensive labor time spent on a single quote.

Challenge #2 : Mistakes

Errare humanum est – to err is human. And making mistakes or overlooking inaccuracies is highly likely while working on a manual quote. It just takes miscommunication or an outdated report and the damage is done. Resolving these issues will also take more time and resources.

Challenge #3 : Disconnection

Without a seamless platform that allows smooth communication, there might be critical communication issues among all the stakeholders, such as lack of transparency, inadequacy of real-time information or outdated customer details that keep the sales team out of the loop.

Benefits of digital quoting

Luckily, there are new opportunities to speed up and overall optimize the quoting process. Through digitisation, quotes are not only more accurate but they will foster a more collaborative and efficient customer relationship.

1
Faster Time-to-Quote
Slowness to provide a quote to potential customers can lead to a low chance of success and the possible loss of opportunities. Also when we talk about quotations, timing has a huge impact on your business success.

2
Increased accuracy
Smooth processing of data stored in ERP and CRM systems leads to a lower margin of error and more accurate proposals. An example is automatic re-calculation based on fluctuating supply chain costs.

3
Process optimization
Reviews and proposals from different departments and specialists usually end up slowing down the whole quoting process. Automated quoting oils the wheels of seamless communication among all the stakeholders.

4
Cross- and upselling opportunities
A higher order value can be reached by adding cross- and upselling opportunities directly in the shopping journey. The more additional value you add, the more your customers will appreciate.

5
Healthy margins
Automatic calculation of discounts and deals prevents excessive discount amounts that sometimes sales teams end up offering, jeopardizing profitability. Automatic adjustments based on the target audience are also possible.

6
More customer loyalty
The efficacy and convenience of a digital quoting process will definitely foster re-ordering and the loyalty of your customers who will appreciate the speed, accuracy, easiness, and seamless interactions.

7
Increased revenue
Scalability will be present in every channel, reducing the cost of sales and human errors, and fostering accuracy of the data in calculating costs for parts, materials, processes, and other risky variables usually hard to calculate.
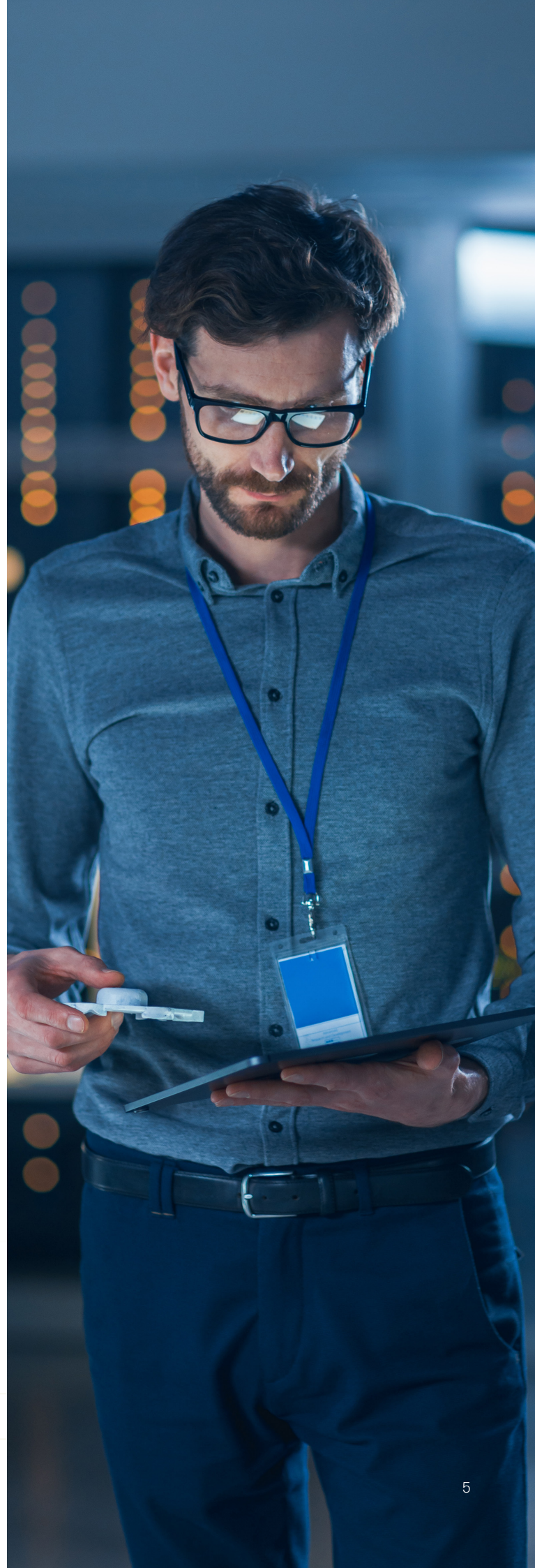
Conclusion

How long does your team take to prepare a quote? The answer you'd want to give is "In the blink of an eye". Through digitization and the right choice of an e-commerce platform, you can help your business keep up with these ever-evolving and challenging times.

What is crucial is that the e-commerce platform you choose is well-equipped to meet the distinctive needs of your manufacturing business. Relying on a modular B2B-focused e-commerce platform like Spryker can help your business score on scalability, flexibility, customer retention, speed and, ultimately, revenue.

◆ Learn how to improve your B2B quoting process with the **Spryker Quotation Offer & Offer Management** system.

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, expand to new markets and business models faster than ever before: Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com

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