

Technology Transformation/Online Strategies, Ian Heller

VIDEO: <https://vimeo.com/502647886/2fcf127879>

In Ian's video, he stated that if you base your website's success or failure on shopping cart sales, you may think it is failing even if customers love it. Maybe they track their deliveries, look up technical information and how-to videos; use configurators, sign up for a training class, schedule services or expedite orders. If you do not offer any of those services, maybe you built a website designed for consumers instead of business buyers.

He stated, "for customers who want to buy online, you need great capabilities. But if all you build is an online store, you're missing an important opportunity to add value in ways that go beyond what pure digital sellers offer."

Topics for discussion:

- What kind of value does your website deliver to your customers? Is it essential to them?
- Looking at competitors and other distributors around the world, what are types of value they are delivering online? And by the way, how much time and effort do you spend evaluating other distributors' websites?
- How can your website help make it easy for customers to buy no matter what channel they choose to place the order?
- Do you focus too much on shopping cart sales? Maybe you can find a better way to understand how your website is adding value. Have you tried setting up a system where someone calls a few hundred buyers from all channels a month and asks them if they used your website in the process of placing their order? While you are on the phone with them, ask them what else you can do for them online?