

In the last 20 years I've

B2B2B2C2C2B2U

10 ecom platforms

5 ERPs

All the major clouds

You're a B2B if...

It can take a year to convert a client

Average client tenure is more than 5 years

You have 12 contacts for a client and none of them work

Your delivery team know your customers inside and out

“How many customers do you have?”... It's complicated

Who is The Fruit Box Group

National supplier of Milk/Fruit/Coffee/Pantry for tea rooms and offices

Customers range from small office to multinational enterprises

Delivery to almost every major CBD office tower

1,000,000 Australians touch our product each week

What We Did

Until 2022

- Fragmented, underused online “portals”
- Abandoned projects

Now

- Launched “Fruit Box Connect”
- 70% of customers engaged
- Uplift in internal sales and spend



B2C Ecom is the wrong model. Think like an App.

- Users become customers before using your platform
- You have different users with different goals
- Your platform increases your value to your customers
- You want to capture more your customers spend

B2C

Marketing
Online Sale
Checkout
???

B2B

Self Service
???
Online Sale
Checkout

The B2B questions:

Who is the right person to sell to

When are they ready to buy

The Wrong Tools

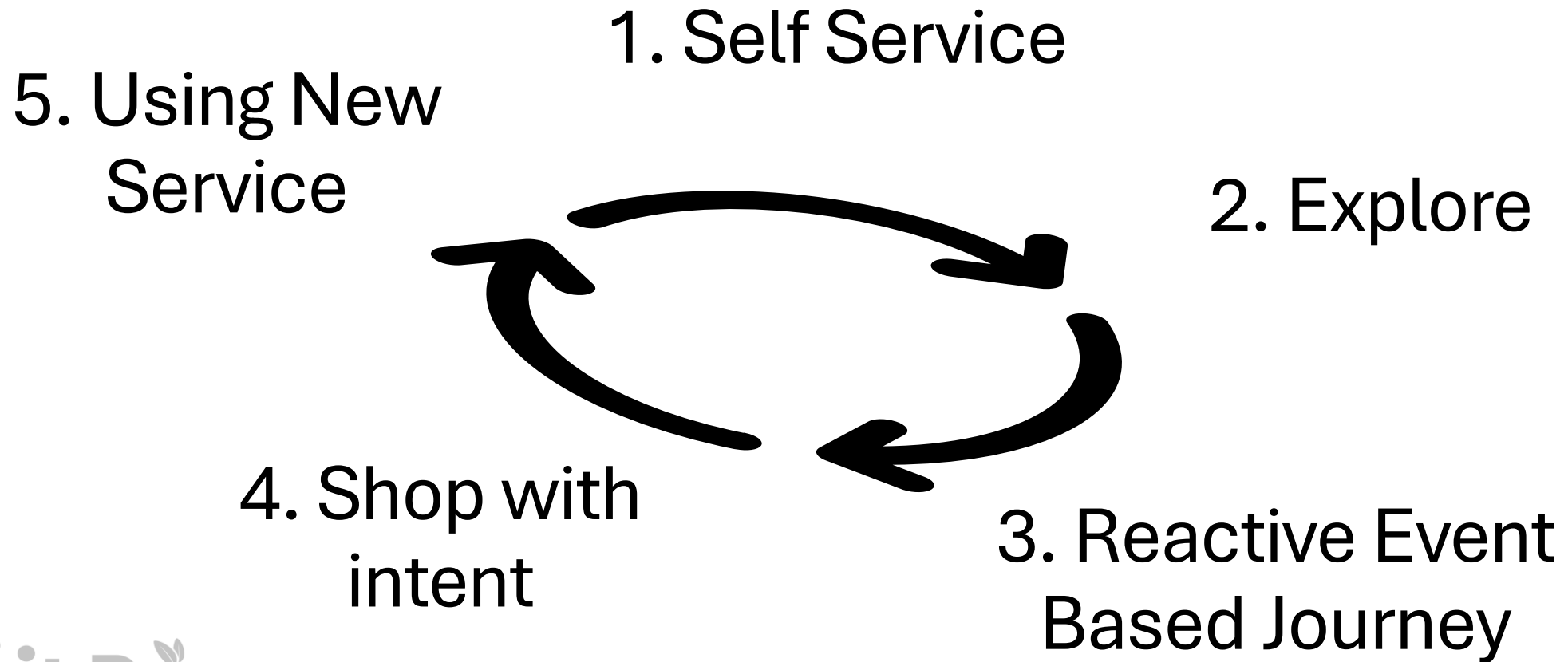
Segmentation / Personas

- Too many hats, focussed on the past

Journey Funnels

- It's always the wrong time

The B2B Flywheel



Self Service Is Enough

- “Hey, do you want to login?” Best performing email in company history.
- Start with your most common customer service interaction, offer it online, work down the list.
- Expect some surprises

Reactive is Good Sales

Listen first, then respond.

Never bought Category B and looked at it

Abandoned configuration or setup

Multiple views of information pages

Used the invoice section for the 1st time

Pros Only... Did you know you can send Operational Events

New return/credit created in ERP

New invoice created

Late/Failed delivery

Substitutions or amendments

Questions?