



B2B Sales Assistant

## An Interactive Sales Assistant

The tool to efficiently bring customers and offers together

The IntelliShop **B2B Sales Assistant** adds the option of smart and interactive advice to existing search methods typically embedded on a website: free text search, category browse, and faceted search. This version of guided selling, therefore, is a combination of product search and product advice and is meant to reflect the entire purchasing decision process: starting with initial consultation and requirements analysis, via product information and triggering as-yet-unknown interests, all the way to (gently) forcing a purchasing decision. The goal of IntelliShop eCommerce Platform's new premium module is to actively guide a potential buyer toward a purchase. In the typical B2B environment of complex products with manifold features and

variations, using the IntelliShop B2B Sales Assistant is a valuable tool to have.

The IntelliShop B2B Sales Assistant module is characterized by its excellent usability and extreme flexibility when setting up guided-selling scenarios. The individual steps of the consultation, its control elements for frontend user interaction, as well as the logic for filtering products can be centrally managed with very little effort. The preview works in conjunction with a test function and handles the aspect of necessary control checks, while at the same time preventing scenarios where store customers might be shown very few products or no products at all.

However, the IntelliShop B2B Sales Assistant is not just intended for use in B2B online stores. Brick-and-mortar stores, too, where customers are supported in their product selection by means of point-of-sale systems, can implement the

B2B Sales Assistant solution. In addition, the B2B Sales Assistant is also used in other areas of application, such as in call centers, to conveniently support agents when advising potential customers.

## Recurring Shopping Carts

Increase customer loyalty and revenue by offering even more service

The **Recurring Shopping Carts** module lets store customers benefit from the option of fully automating their recurring order transactions. In only a few steps, customers can add items to their shopping cart and configure a timer in accordance with their preferences. Once activated, the IntelliShop process engine generates the new order, carries out the payment process, and informs the customer of his/her delivery date. Contrary to a subscription model, however, every time a recurring shopping cart is processed, a new, separate purchase order is generated.

The option of creating a recurring shopping cart is integrated into the shop frontend, making it possible for customers to carry out the process themselves and with very little effort. The scheduled timer is also centrally managed via its own interface, in addition to the customer's master data, any supplementary order information (e.g. shipping method), and an order history summary. The customer, therefore, always keeps an overview of any recurring shopping carts, including all the parameters.

The option of activating/reactivating a shopping cart automatically using a timer is of course not without challenge for the e-store operator: The operator needs to make sure that the amount of goods required is actually available on the specified date. However, to guarantee that this is the

case, any scheduled orders are already marked accordingly in IntelliShop's inventory management system. In other words, inventory can be replenished ahead of time.

If required, the new Recurring Shopping Carts module can be used in conjunction with IntelliShop's premium **eProcurement** module, which is available as of Release 7.4. Combining both modules makes it possible to set up multi-step procurement workflows, including any relevant approval processes required by the various members of the purchasing department. For example, the workflow can be configured in such a way that recurring shopping carts created by members of the purchasing team first need to be approved by the purchasing manager.

The screenshot displays the 'DETAILS' configuration page for a recurring shopping cart in the IntelliShop B2B Sales Assistant. The interface is in German and includes the following elements:

- Header:** D-TECH GROUP logo, contact number (+49 721 38 13 41 50), and a search bar.
- Navigation:** Breadcrumbs: Warenkorb > Kunde > Details > Zusammenfassung > Vielen Dank.
- DETAILS Section:**
  - VERSANDART (Shipping Method):** Radio buttons for Abholung (0,00 €), Express (10,00 €), Paket (10,00 €), and Bezahlung (0,00 €).
  - ZAHLUNGARTEN (Payment Methods):** Radio buttons for PayPal (0,00 €), Wirecard (0,00 €), and Bezahlung (0,00 €).
  - Aktuelle Bestellung den Wiederkehrenden Warenkörben hinzufügen
- WIEDERKEHRENDE WARENKÖRBE (Recurring Shopping Carts):**
  - Name:** Monatliche Verbrauchgüter
  - Beschreibung:** Monatliche Verbrauchgüter für die Anlage Süd-West #1 in Karlsruhe.
  - Datum der ersten Ausführung:** 01.03.2015
  - Datum der letzten Ausführung:** 01.12.2015
  - Automatisch ausführen
  - Ausführungszeit:** Dynamisch
  - Tag:** Dynamisch
  - Woche:** Dynamisch
  - Monat:** Dynamisch
  - Tag konfigurieren:** Erster Montag
  - Woche konfigurieren:** Erste Woche
  - Monat konfigurieren:** Jeden Monat
- Buttons:** 'Bestellung fortsetzen' at the bottom right.

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