

7 ESSENTIAL FACTORS FOR AN EXCEPTIONAL ONLINE BUYING EXPERIENCE

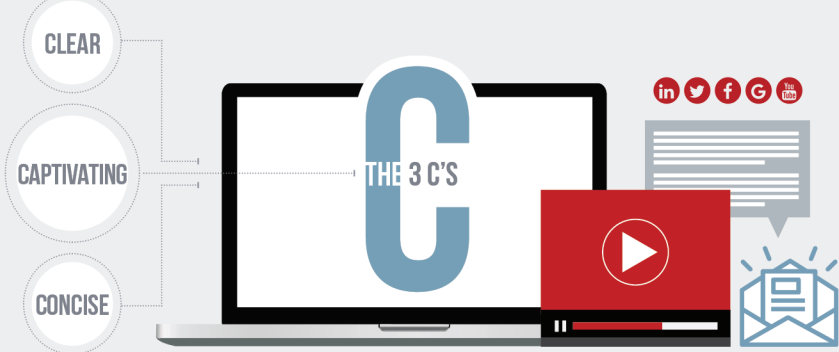
1

USABILITY



2

RELEVANT, CAPTIVATING CONTENT



3

CONSISTENCY

IT'S ALL ABOUT OMNICHANNEL



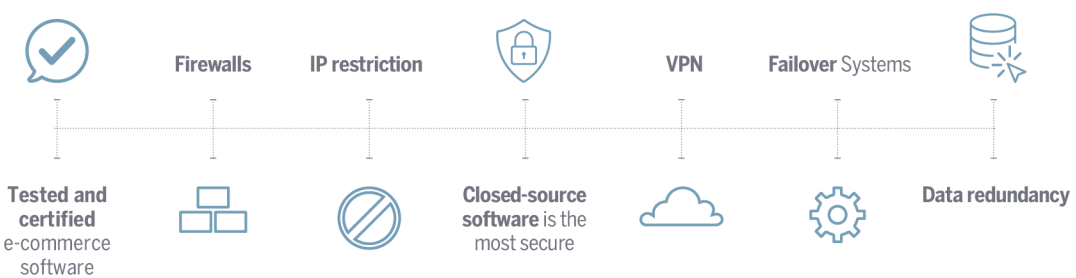
4

SPEED



5

SECURITY



6

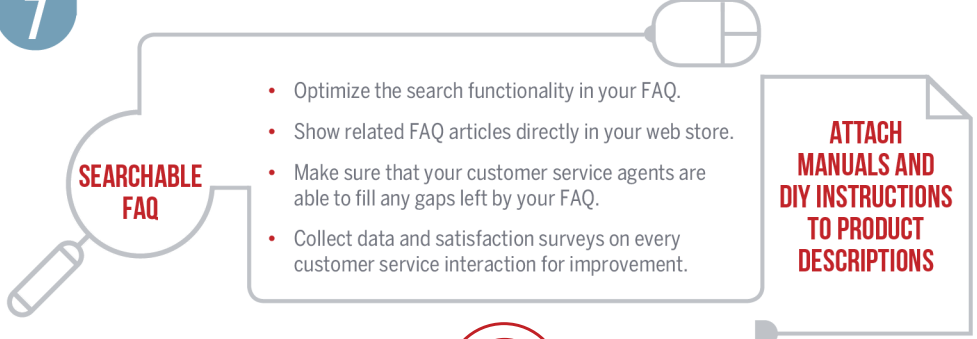
PERSONALIZATION

Essential features to personalize for your B2B clients include:



7

SELF-SERVICE



READ OUR FREE WHITE PAPER FOR MORE TIPS, TRICKS AND ADVICE ON
PROVIDING AN EXCELLENT CUSTOMER EXPERIENCE.

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 **sana**