Registration form

User Experience Award

Rules for participation in the B2B E-Commerce Awards

- The B2B E-Commerce Awards will be awarded to customers of Sana Commerce that have a live web store.
- Submitted cases must relate to a live e-commerce platform from Sana Commerce.
- A case must relate to the period of January 2020 until the present date.
- Sana Commerce customers can nominate themselves for a B2B E-Commerce Award by submitting their case as stated below. A professional jury will assess these cases.
- This case must be submitted by June 30, 2021. Submit your case (completed registration form + supporting evidence) by email to awards@sana-commerce.com.
- We recommend supporting cases by showcasing data and concrete initiatives. You may do so with pictures, screenshots and/or video whenever possible.
  - → *All winners of the B2B E-Commerce Awards 2020 were elaborate in their answers and documentation!*
- Clearly refer to the titles of relevant supporting material. E.g. "Our turnover increased by 10%, as can be seen on image "Analytics screenshot turnover 2021.""
- There is no limitation regarding the number of categories a company can enter.
- The data submitted in the case will be used by the organization of the B2B E-Commerce Awards to substantiate why a company has been chosen for the top 3 or as winner. This data can be used in the award ceremony, on the web page of the B2B E-Commerce Awards or on the social media pages of Sana Commerce.

About the "User Experience Award"

An excellent online experience is indispensable for a successful B2B e-commerce platform. This award will be presented to the company that can best substantiate that a number of user experience pillars are met, such as strong design, efficient product navigation and customer focus.

Contact details for this submission

To which company does this application apply?

What is the first and last name of the contact person for this case?

Please share your email address for correspondence

On which phone number can we reach you (only if necessary)?

What is the URL of the web store for this case?

If the web store is (partly) closed, please provide awards@sana-commerce.com with a login so we can access the entire web store. Share the details in the field below.

Questions for this case

1. How does the design of your web store contribute to a good user experience?
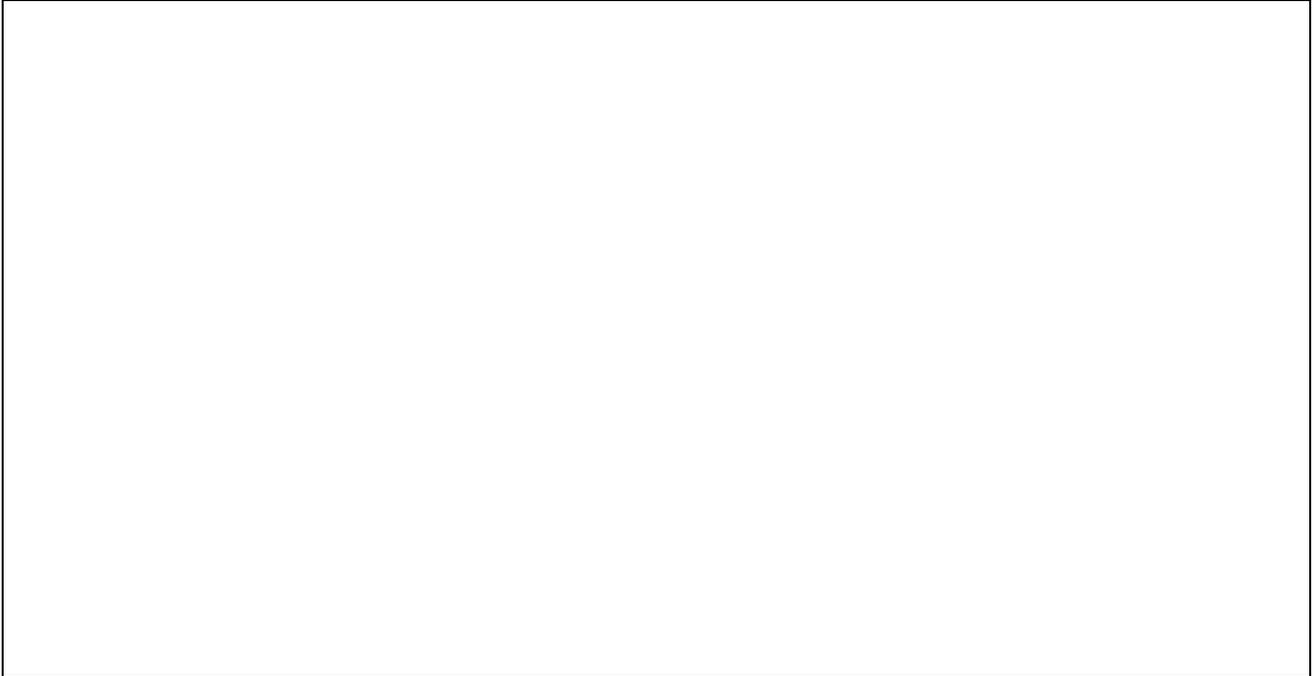
2. How do customers get access quickly to the information and products they are looking for?
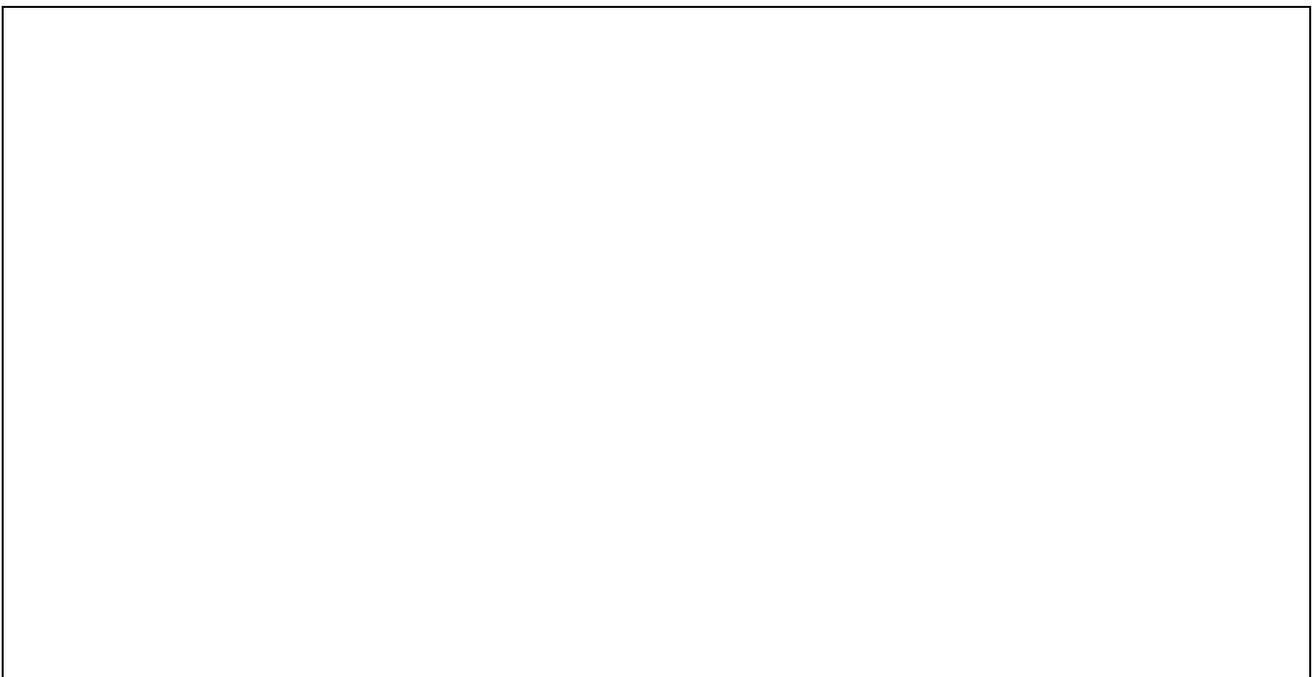
3. What information on your web store contributes to a good user experience?
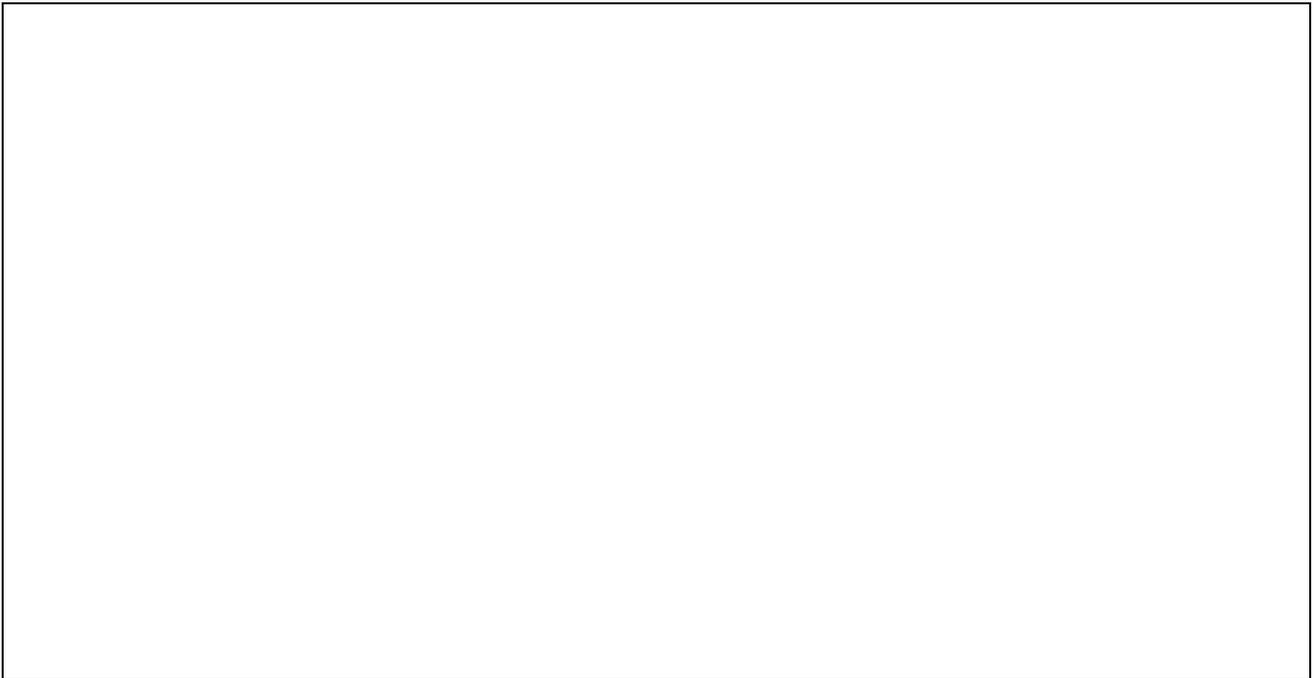
4. What process do you use to ensure that you offer a good experience to web store visitors?
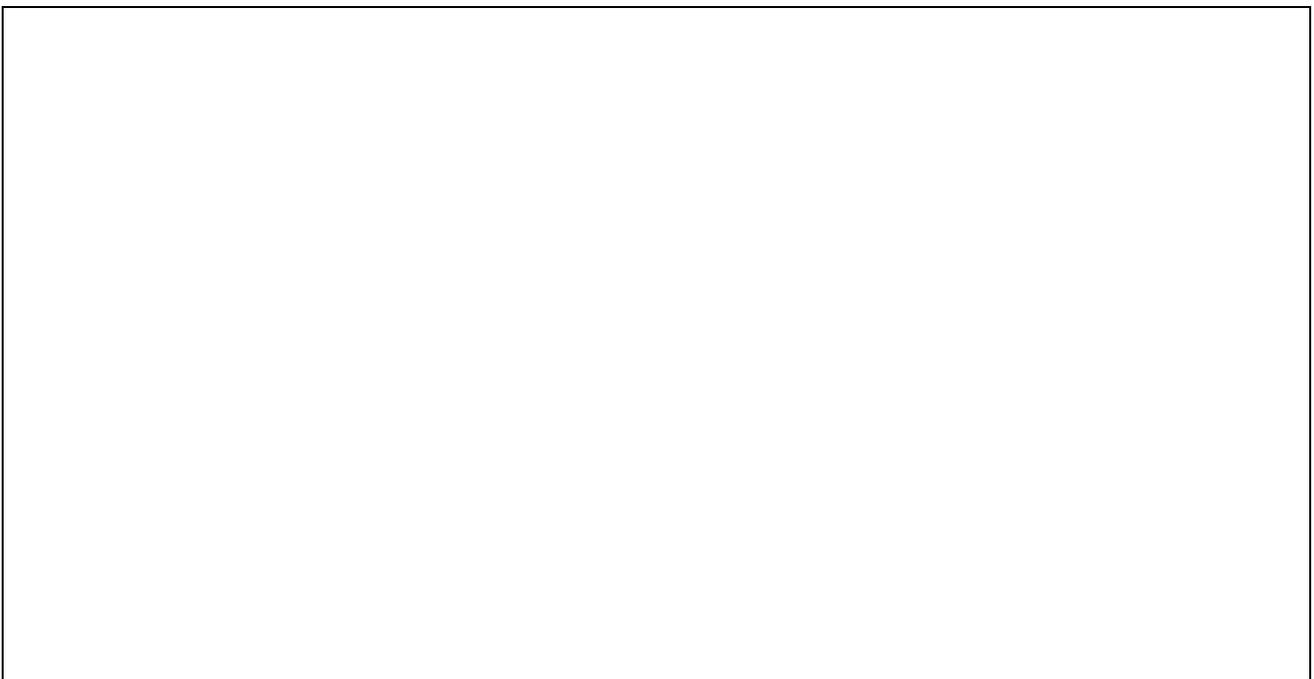
5. How do you ensure that your customers see information that is relevant to them in your web store?