The B2B e-commerce trust index: what do buyers really look for?

It probably comes as no surprise that B2B buyers are more likely to purchase from websites that they trust. And with more purchases taking place online than ever before, ensuring your buyers trust you and your e-commerce platform is crucial to success. But how can you make sure you're ticking all their boxes?

We conducted research of 200 UK B2B buyers to discover the essential trust indicators that every B2B organisation should display on their e-commerce site. We've ranked them below so you can gauge how your webstore currently measures up, and the essential features and functions you need to build into your e-commerce roadmap to instil trust and win the hearts and minds of your customers.

1. Delivery and tracking insights
Customers expect realistic delivery timescales at checkout, and the ability to track parcel/s through the delivery journey, with full visibility over status, shipping method, and courier.

2. Simple and easy to use
Your webstore should be intuitive – products should be easy to find, learn more about, and purchase. Ensure your search function works effectively and brings up relevant results and make the checkout process as quick and simple as possible.

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5. Ease of asking questions
Where customers do require further information to complete their purchase, it should be quick and easy to make an enquiry - and your responses need to be fast. Consider using an AI chatbot or an online chat team to field quick responses, but ensure your customers also have the option to pick up the phone and speak to a human too. The ability to connect to a human through supplier e-commerce sites was identified as a top trust factor for over a quarter (26%).

6. Recognisable payment providers
Offering customers reassurance through well-known and reputable payment providers is key to instilling trust. In fact, over a quarter (26%) said unknown payment providers and options on an e-commerce site would cause them not to trust the supplier. Buyers need to know that their investment is safe and secure.

7. Social proof and reference cases
Missing social proof and case studies can cause buyers to doubt your legitimacy and purchase elsewhere, especially if they can find similar products on a competing store with glowing reviews. Build up a portfolio of positive client testimonials and case studies as you go and make them easily accessible on your site to reassure new customers and help them trust you.

8. Aesthetically pleasing
Webstore design should be clean, professional, and consistent with branding. A quarter of B2B buyers said that outdated or poor design would cause them not to trust a supplier's online offering.

9. Personalisation
Personalisation shows your buyers that they're important to you and that you value their custom. Offering a quick 'repeat order' function, making product suggestions based on previous purchases, and remembering specific details and delivery terms can all go a long way to show your customer you know them.

10. Explainer videos
B2B buyers are often time-poor, so breaking down complex products or processes with appealing visuals and bitesize explanations can help them understand your business and value proposition faster. 19% of respondents identified explainer videos on supplier webstores as a key trust indicator.

Essential

Should have

Recommended

TRUST