

Key Takeaways from the B2B eCommerce Webinar

This summary compiles the most critical insights shared by our expert panelists at the "B2B eCommerce That Performs: Search, Speed, and Scalability" webinar, a collaboration from **Cronix**, HawkSearch, and BigCommerce.

John Murcott (HawkSearch)

- B2B search requires advanced intelligence due to unique complexities.
- It must handle imperfect SKU inputs and complex user entitlements.
- Modern B2B queries often involve visual or natural language, not just keywords.
- AI is crucial for precision search, leveraging capabilities like regular expressions and the AI multiplier for personalization.

Amandeep Singh (Cronix)

- Site speed is a direct driver of B2B revenue, with even minimal lag impacting conversions.
- Modern B2B buyers expect high-performance, B2C-like online experiences.
- Cronix builds high-performance digital solutions that meet these rising expectations.
- Well-structured, machine-readable data is essential to fuel advanced search and AI integration.

Patrick Williams (BigCommerce)

- BigCommerce B2B Edition offers robust native features for complex B2B workflows.
- Key features include unlimited price lists, advanced CPQ, and integrated invoice management.
- Composable architecture (Catalyst) enables unparalleled flexibility and speed through headless commerce.

Collective Insights & Partnership in Action

- The webinar highlighted how the strategic partnership among Cronix, HawkSearch, and BigCommerce provides integrated solutions.
- Cronix's development of the HawkSearch-BigCommerce Catalyst connector exemplifies a seamless, turn-key solution for peak B2B performance.



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