



B2B Commerce Experiences

5 Ways Salesforce and Coveo Help You Make **Huge Strides**



The stakes are higher in B2B commerce. Buyers are peeking over the fence into B2C, wondering why their experiences aren't as good. They want the same streamlined experience everywhere — be it on a website, dealer portal, mobile app, or physical store. Salesforce and Coveo are here to help you meet those expectations.

Let's walk through five metrics for B2B Commerce Suites outlined by Forrester, and how Salesforce and Coveo can help you meet them.

Why Salesforce and Coveo?

In their [B2B Commerce Suites Q2 2020 report](#), Forrester analysts Joe Cicman and Emily Pfeiffer highlight what B2B sellers should strive for in their buyer experiences.



End-user experience prioritization

Without major upgrades or disruption to muscle memory of learned processes



Ease of integration

- Administrable within common tooling
- Real-time changes without batch processing or manual refreshes



Continuous deployment

Frequent, painless upgrades via Software-as-a-Service

And where does a purchase start? In the search box. By implementing the combination of Salesforce and Coveo, B2B businesses can achieve the lofty goals outlined by Forrester.

In their report, the analysts laud Salesforce for the “huge strides in search through its AppExchange partnership with Coveo.”

No slouch with Forrester itself, Coveo was recognized for the fourth time as a leader in Forrester’s [Cognitive Search Q3 2021](#).

As strategic technology partners for the last 8+ years, [Coveo’s integration](#) for Salesforce B2B Commerce Cloud helps B2B businesses increase conversions through advanced search, recommendations, and personalized navigation — 100% embedded inside the Salesforce B2B Commerce Experience.

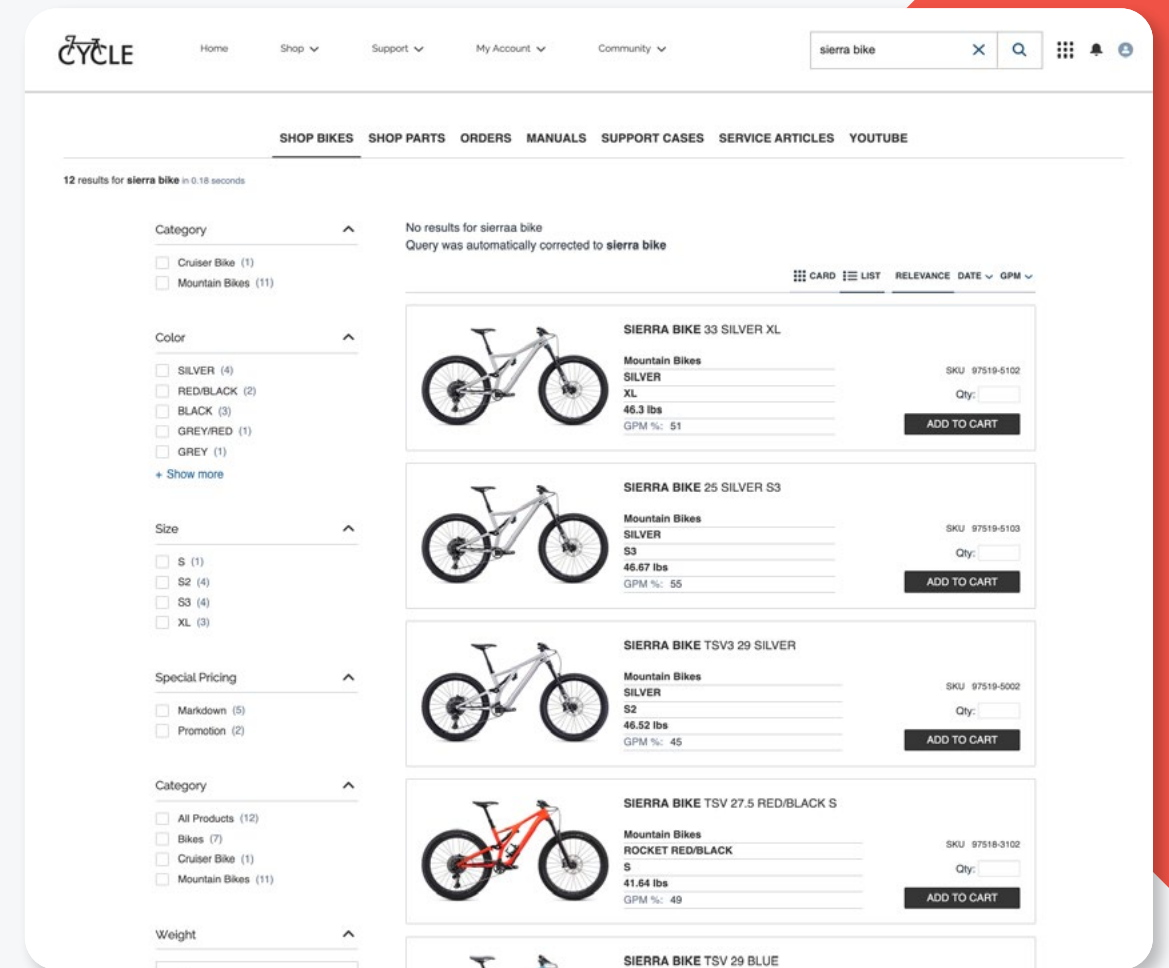
Easily Build Omnichannel Experiences

B2B buyers expect the same friction-free, multi-device experience as when they're shopping as consumers. By combining **Coveo's Advanced Commerce capabilities** with the **Salesforce Lightning platform**, it's easy to deploy B2C-like experiences in any B2B channel in just weeks.

All Coveo UI components are available as **Salesforce LWC components**, giving you modular flexibility when building buyer experiences in Salesforce. Interested in headless commerce? Coveo provides a **library for headless controllers** that can be used inside Salesforce LWC. (And coming soon in Salesforce LWR, too!)

Coveo also offers several **pre-built lightning components** to show machine learning-driven recommendations based on what similar buyers purchased. These components include **intelligent query suggestions**, **automatic relevance tuning**, **product recommendations**, **dynamic facet navigation**, and, of course, **good old manual triggers** — allowing you to create a rich B2B buying experience.

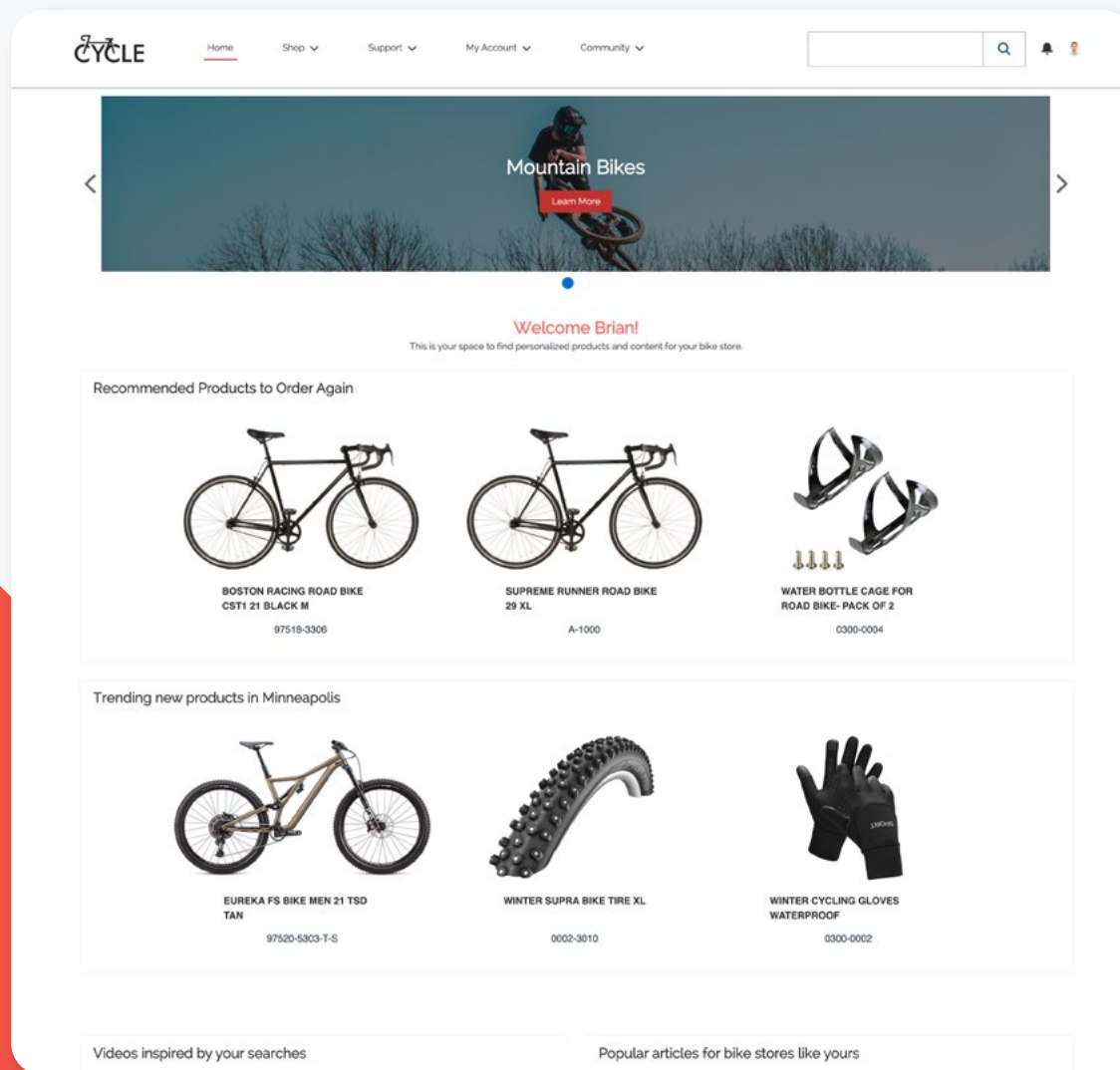
For B2B buyers, the re-ordering process is equally important. Because the **Coveo unified index** lets you associate customers with their entire order history, you can easily create an intelligent re-ordering experience that uses those same powerful machine learning capabilities.



Coveo full catalog search inside Salesforce B2B Commerce

Made for B2B Sellers and Buyers

Yes, corporate buyers expect a B2C-like, frictionless experience — but B2B needs are unique. B2B ecommerce is much more intricate, often requiring authenticated portals due to complex product entitlements, assembly kits and spare parts, multi-part product SKUs, and much more.



Coveo recommendations LWC component on commerce home page

Combining Salesforce and Coveo provides a suite of features specifically designed for B2B — including fast re-order, B2B account hierarchies, contract pricing, multiple buying groups, and custom catalogs — that are bespoke for both sellers creating the experience and the buyers making purchases.

Comfortable with custom entitlement/business rules in [Salesforce Platform](#)? You can implement them in a snap in Coveo. (Don't we all love [Salesforce Apex triggers](#)?) The two platforms are intertwined with real-time integration, and both results and recommendations are shown only to those with proper authorization.

The reality is, you can't rely solely on machine learning for all the intelligent B2B boost and bury. Merchandising teams need those "manual knobs" based on different business criteria: high-margin products, new products, seasonal products, low or high inventory or return rates. With the one-two punch of [Salesforce Platform](#) and [Coveo Query Pipelines](#), your merchandising teams have those knobs — and can make changes with just a point and a click, all in real time.



Simplified Content Aggregation at Large Scale

Another inherent B2B Commerce challenge is sourcing for domain experts. They don't just need the product — but also corresponding documentation, like CAD drawings, specifications, assembly instructions, spare parts and materials, or customer Q&A.

This type of heterogeneous search is impossible unless you have a unified index that aggregates all of your content into a single unified index. **Coveo's Unified Catalog** is optimized for such content aggregation across multiple sources — and at a large scale:

- Large catalog with tens of millions of SKUs and variants?
No problem!
- Complex customer entitlements running into hundreds of thousands of buying groups? **No problem!**
- Want to provide powerful filtering and faceting to users?
No problem!
- Want to have blazing fast performance for search and facets?
No problem!

Coveo's commerce platform comes with a built-in **catalog manager** that lets you standardize your data across multiple sources. Once the catalog aggregation is handled in Coveo, it's easy to plug into the Salesforce B2B Experience using the **Appexchange Package** and **Getting Started guide**.

Coveo's components — search, PLPs, PDPs, homepage, etc. — can be seamlessly plugged into your Salesforce B2B Experience, as they're 100% integrated with the checkout and payment process.

Alias	Description	Type	Associated
Price	Selling price (ec, price)	Float	Select a field * Required
Category	Name or Path of the category, array to support multiple category are possible. (ec, category)	String, Array	Select a field * Required
Brand	Name of the brand (ec, category)	String	Select a field
Description	Full description of the product (ec, description)	String	Select a field
Image	Main image of the product (ec, image)	String	Select a field

Coveo catalog manager

One-Stop Shop Across Commerce and Self-Service

For B2B, it's all about retention, re-orders, and repeat buyers. To wow them, you need a truly one-stop experience that pulls content and assets from commerce, sales, service, community, PDF manuals, videos, reviews, and everything else in between.

Frequently Bought Together



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0300-0005



MOUNTAIN CRANK ARM SET 120 X 150MM
0400-0001

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97518-3305

RECOMMENDED CONTENT

Manuals and Warranties

-  Dealer Warranty Sierra Bike.pdf
-  Setup Manual Tires.PDF
-  Setup Manual Saddle.PDF
-  Setup Manual Handlebars.PDF
-  Setup Manual Suspension.PDF

Knowledge Articles

-  How do I post to the mountain bike community?
-  Recommended tires for mountain bikes
-  Aluminum, steel, carbon, titanium; what frame material is best?
-  What are the most popular road bike sizes?
-  Cuáles son las reglas para registrar las oportunidades de venta?

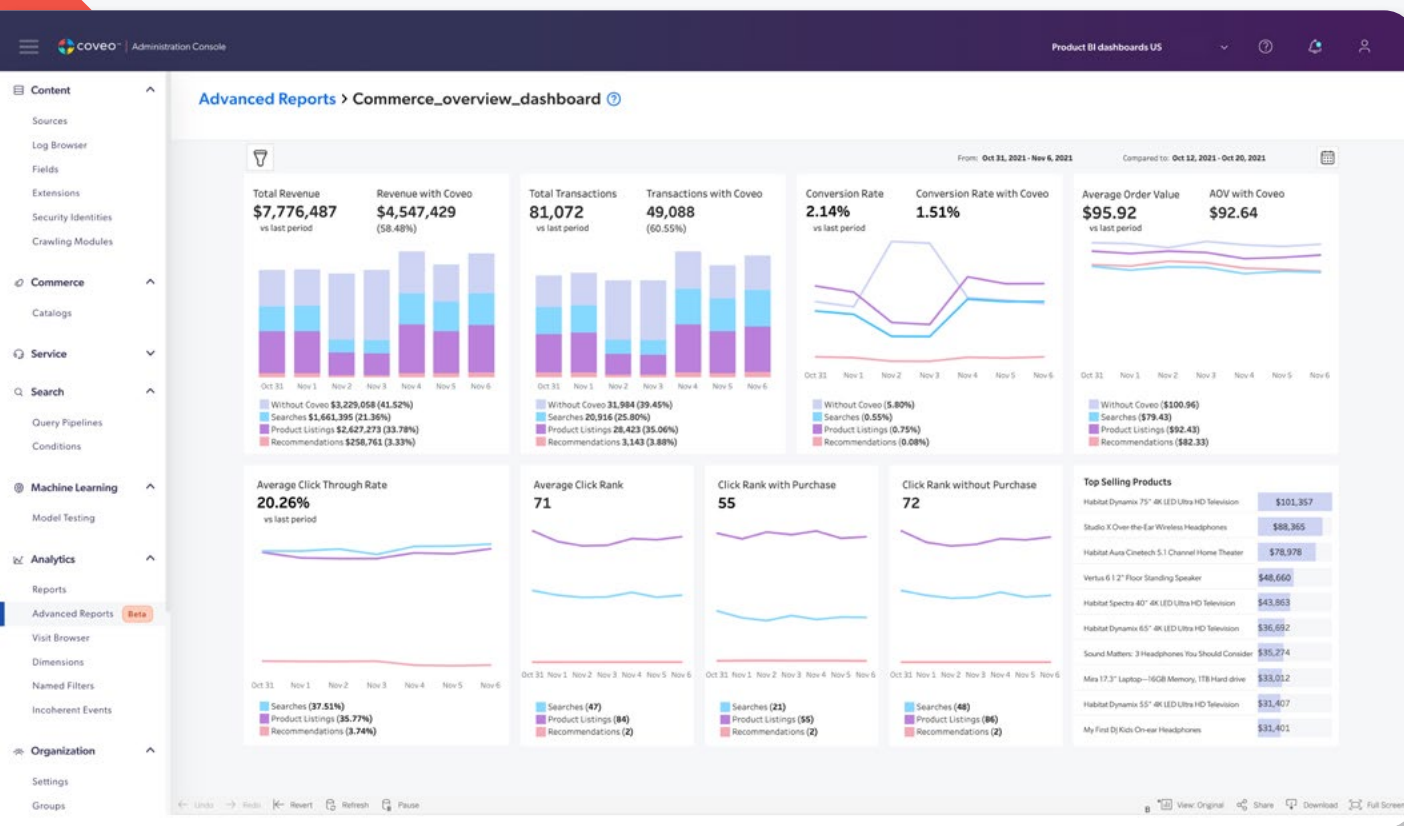
How about automatically serving up relevant “Getting Started” knowledge articles after the buyer has just purchased a product? Or showing popular videos from your Youtube channel on the product details page? What about pinning installation manuals and discussion threads related to the products the buyer already owns to the top of the home page?

With the Salesforce B2B Commerce Lightning Platform and Coveo, you can easily provide these “Netflix-like” experiences for returning buyers.

Coveo product and knowledge recommender on Salesforce product detail page (PDP)

Create Fluid Workflows with Low Code

Lastly, as the Forrester analysts say, all of this has to be easy. Running a business, and a B2B one at that, is difficult enough. Whether you're adding new products, running reports, launching a new storefront, performing A/B testing, or rolling out your latest campaign — choose a software combination that makes all of this effortless.



Coveo commerce dashboard

Both the Salesforce and Coveo platforms (and the integration between them) are built with a low code development philosophy. Admin tools for both are business-user friendly. Both are multi-tenant clouds with seamless upgrades. The **Coveo Appexchange package** is upgraded four times a year to keep up with the latest innovations. If you're moving to headless and runtime environments, the **Coveo-LWR integration** is already in the works.

With decoupled user interface and business logic layers, developers can focus on the frontend experience while business analysts can do all the marketing campaigns and A/B testing they want.

Both **Salesforce** and **Coveo** platforms come with powerful and easy-to-use native analytics capabilities. Coveo's analytics backbone is **super extensible**, letting you merge and combine search data with Salesforce Analytics. You can measure your ecommerce site's performance within weeks of implementation!



Give B2B buyers what they want

Our partnership is your gain — Salesforce lets you capture your share of today's ever-growing B2B ecommerce opportunities. Coveo enhances that stake by creating a unified and engaging experience curated specifically for your customers, with ecommerce search and recommendations powered by AI.

We do the work, while you reap the success.

Learn more about [Salesforce B2B Commerce](#) and [Coveo for Salesforce B2B Commerce](#).



Learn more about Coveo

Coveo is the world's leading cloud-based relevance platform. The Coveo Relevance Cloud™ uses applied AI to deliver relevant experiences in all digital interactions, from search to recommendations to personalization.

Contact us



coveo.com