Customer-Specific Pricing: Individualized Prices for B2B

The Customer-Specific Pricing module allows you to display individualized prices directly in the search, navigation and filters – all without costly callbacks to third-party systems such as an ERP or PIM.

Displaying Complex Pricing Tiers Simply and Efficiently
During the course of the digitilization, B2B vendors not only have to adopt new technologies and competencies, but also bring models from the ‘old world’ into the new. One of the biggest challenges is complex pricing and discount tiers, most of which have grown historically and can rarely be divided into simple clusters. For a store project, this generally means that prices cannot be displayed live, and are only shown on the product detail page through a callback, for example, via SAP. This costs both time and money, and makes the customer journey less appealing. With the Customer-Specific Pricing module, we have now made it possible to display individualized prices directly via FACT-Finder – all without callbacks or major performance penalties.

What Are the Requirements?
In addition to a login area, you will need a table that is structured as follows: each product has a row with customer-specific price fields. These fields each contain the customer ID and their respective price. In the FACT-Finder field configuration, you can define which fields of your product data should be filled with this information. As a result, FACT-Finder knows which price to display to which customer for each product.

Advantages:
- Prices are displayed directly on category and product result pages
- Better shop performance as FACT-Finder outputs the data directly
- Price filters can be implemented in the B2B store
- No additional integration necessary

You can also display multiple prices per customer. For example, to indicate the price with and without VAT.
Use Cases for Individualized Prices in E-Commerce

Large B2B Product Ranges
B2B stores and platforms often have a large amount of products and customers. This results in an even larger number of possible combinations which can quickly go into the hundreds of millions. That is a huge amount of data to search through, but with FACT-Finder Next Generation, that is not a problem.
You can also display multiple prices per customer. For example, to show prices with and without VAT, or to highlight a sale by showing the original price alongside the discount. If you choose not to show individualized prices to each customer, FACT-Finder will simply use the default price from your product data.

Category Discounts as a Bonus for Frequent Customers
In principle, individualized prices are possible in all stores that have a login area. One possible use case is to give special discounts to loyal customers. For example, if a customer reaches a certain order value, they can choose which category they want their next purchase and receive a 20% discount on that category. This is a use case that is ideally combined with gamification approaches.

Display Different Advertising Texts per Customer
In your CSP data you are also able to add text-based and other field types. Your shop can then show individualized advertising texts for each product and customer. The possibilities are nearly endless and we will gladly help you with your conceptualization and implementation. For example, your personalization could also benefit from targeting your customer personas differently.

Call us for a live demo:
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