

B2B Commerce Reinvented

Discover how Merkle Arc + Salesforce B2B Commerce bridge brand and tech



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 **MERKLE**



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Regional Sales Director



E-Commerce is a key channel for most B2B businesses



71%

B2B Companies sell through some type of E-Commerce channel

34%

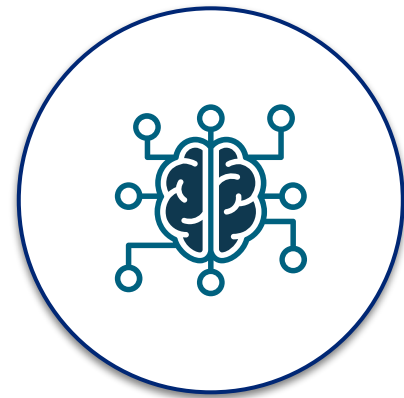
Share of revenue that flows through E-Commerce channels

#1

Companies' ranking of effectiveness over other channels

Trends in B2B Commerce

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AI will increase productivity

- 45% of B2B Companies are experimenting with AI & 32% have use cases in full use.
- Key focus is on automating manual processes to increase productivity



Data management is a top priority

- 68% of companies say that poor data management is keeping them from AI adoption.
- 85% of business buyers expect better CX considering all the data companies collect



Commerce embedded in the CX

- 35% of digital leaders say that customer service drives substantial incremental revenue
- Companies can collect revenue at every touchpoint through payment links



Personalized CX is a key differentiator

- 79% expect consistent interactions across departments and channels
- Customers want to interact and transact on any of the channels of their preference

What buyers say about the customer experience

Customer experience is getting worse

39 % of all brands saw declining Customer Experience quality in 2024.

Customers make decisions based on their experience

57% of buyers have stopped buying from a company because a competitor offered a better experience.

Buyers expect the same experience in B2B as in B2C

82% of business buyers want the same experience as when they are buying for themselves.

Source: Salesforce State of Commerce Report, MIT Sloan, Forrester, Merkle Research



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What B2B companies can learn from Bucherer's unified commerce approach



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WHO IS BUCHERER

Tradition, luxury, excellence – and the courage to transform

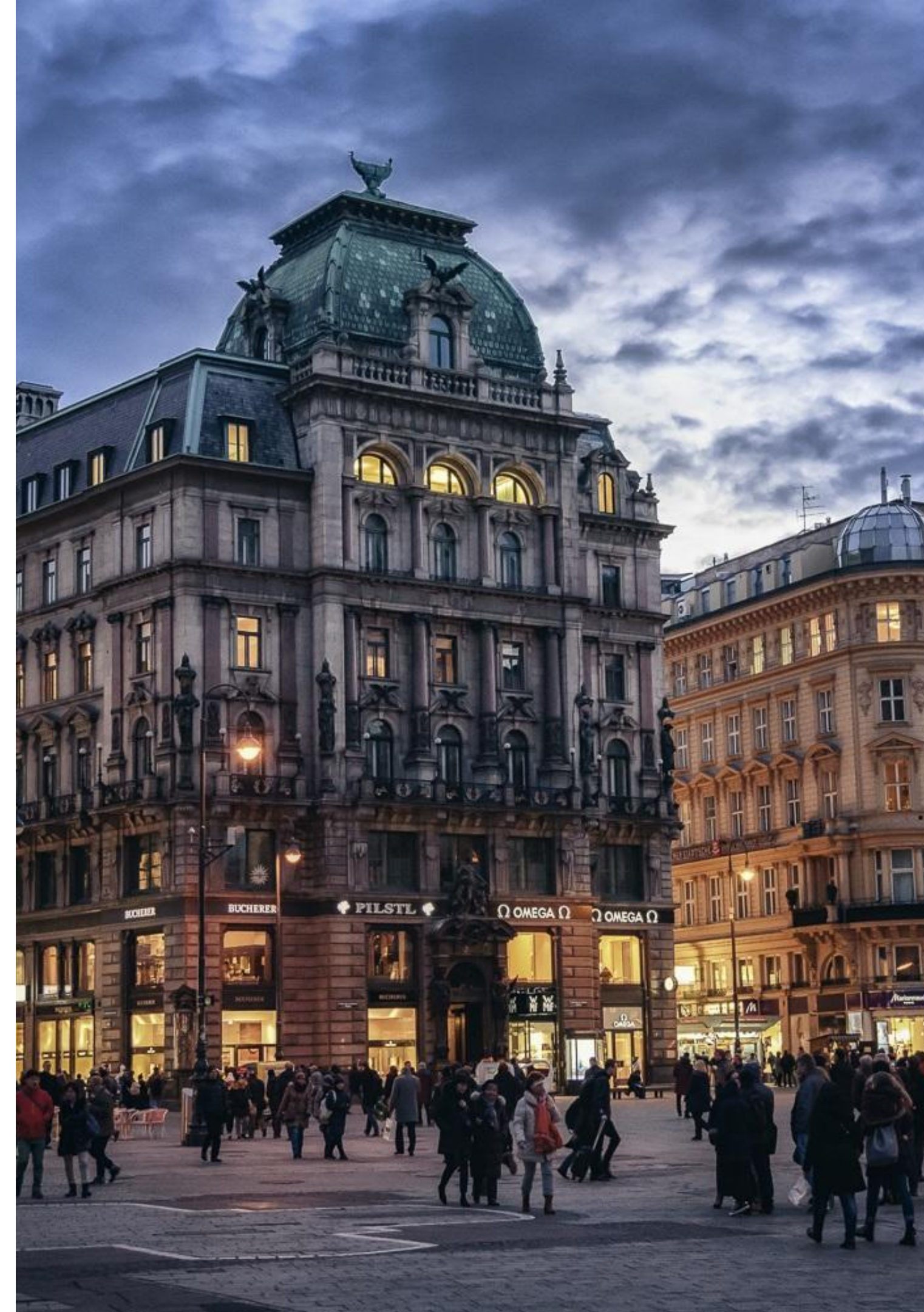
- **Founded in Lucerne in 1888** – over 135 years of brand history
- **More than 100 locations worldwide**, including Switzerland, Germany, France, UK, USA
- **Around 2,400 employees** – many of them with a high level of consulting expertise in the luxury segment
- **Largest retail partner for Rolex worldwide**
- ***Multi-Brand-Strategie:** e.g.. Rolex, Certified Pre Owned Watches, Bucherer Fine Jewellery*
- **Owner: Rolex (since 2023)** – Signal of Stability & Excellence



Who is Bucherer?

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CHALLENGES BUCHERER

BRAND EXPERIENCE

Inconsistent customer experience across product catalog (watches AND jewelry), countries, brands (private label, retail brands, Rolex), and channels (online vs. branded physical store vs. selfridges).

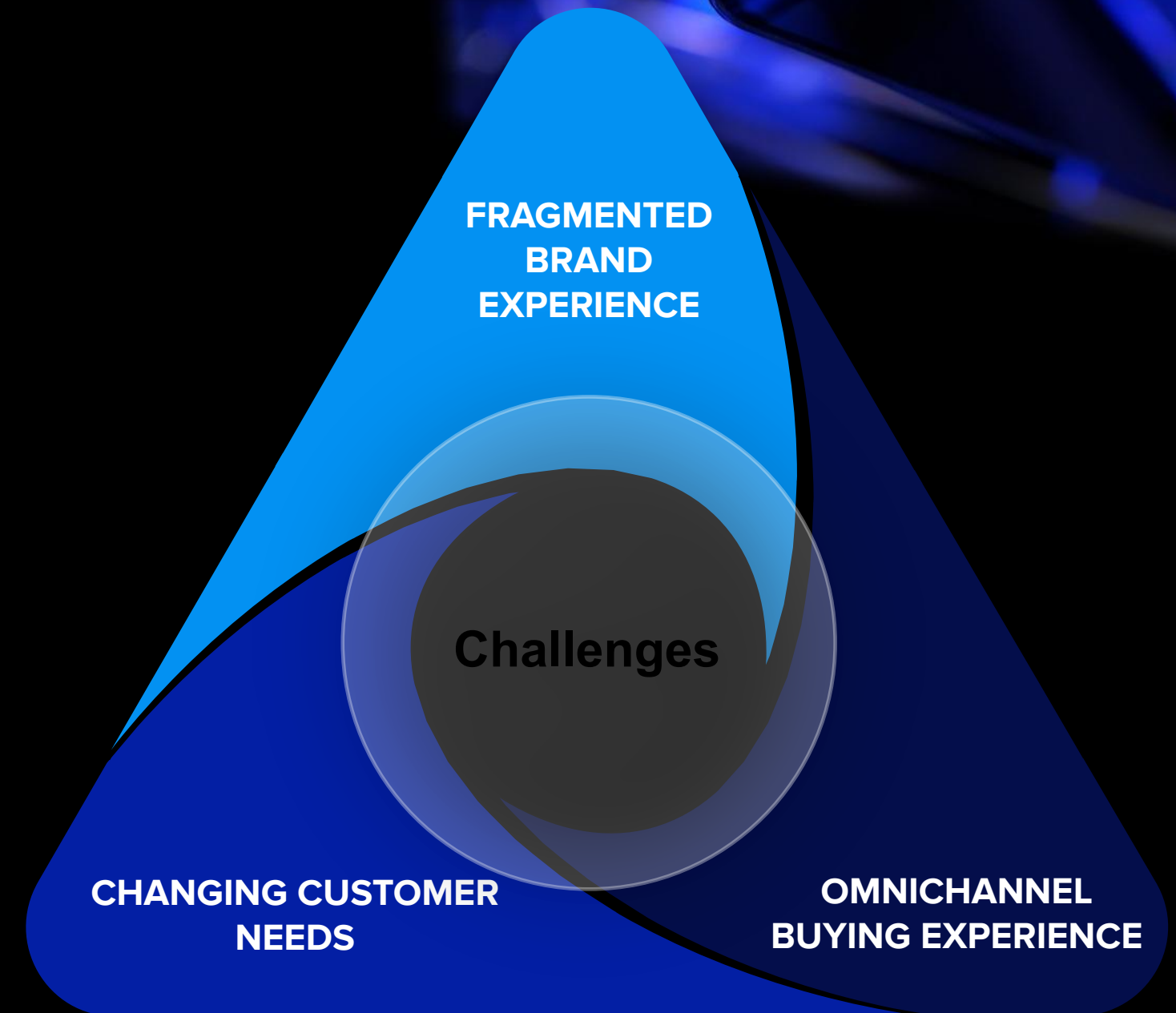
FAST CHANGING CUSTOMER NEEDS

Customers expect outstanding digital convenience without compromising the exclusive, emotional service of a luxury brand. Balancing technological agility with craftsmanship and brand heritage requires constant adaptation of systems, processes, and mindset.

BUYING EXPERIENCE

32% of customers will drop a love brand - after just one bad experience. Customers expect a seamless buying experience and don't differentiate anymore in which channel. Service excellence needs to be delivered over every possible channel.

What were the challenges
Bucherer wanted to solve for?



NOTICED SOMETHING?

BRAND EXPERIENCE

B2B companies often focus on functionality and pricing, neglecting **emotional connection and brand consistency**. As a result, their digital and human **touchpoints feel disconnected**, weakening differentiation and customer loyalty.

FAST CHANGING CUSTOMER NEEDS

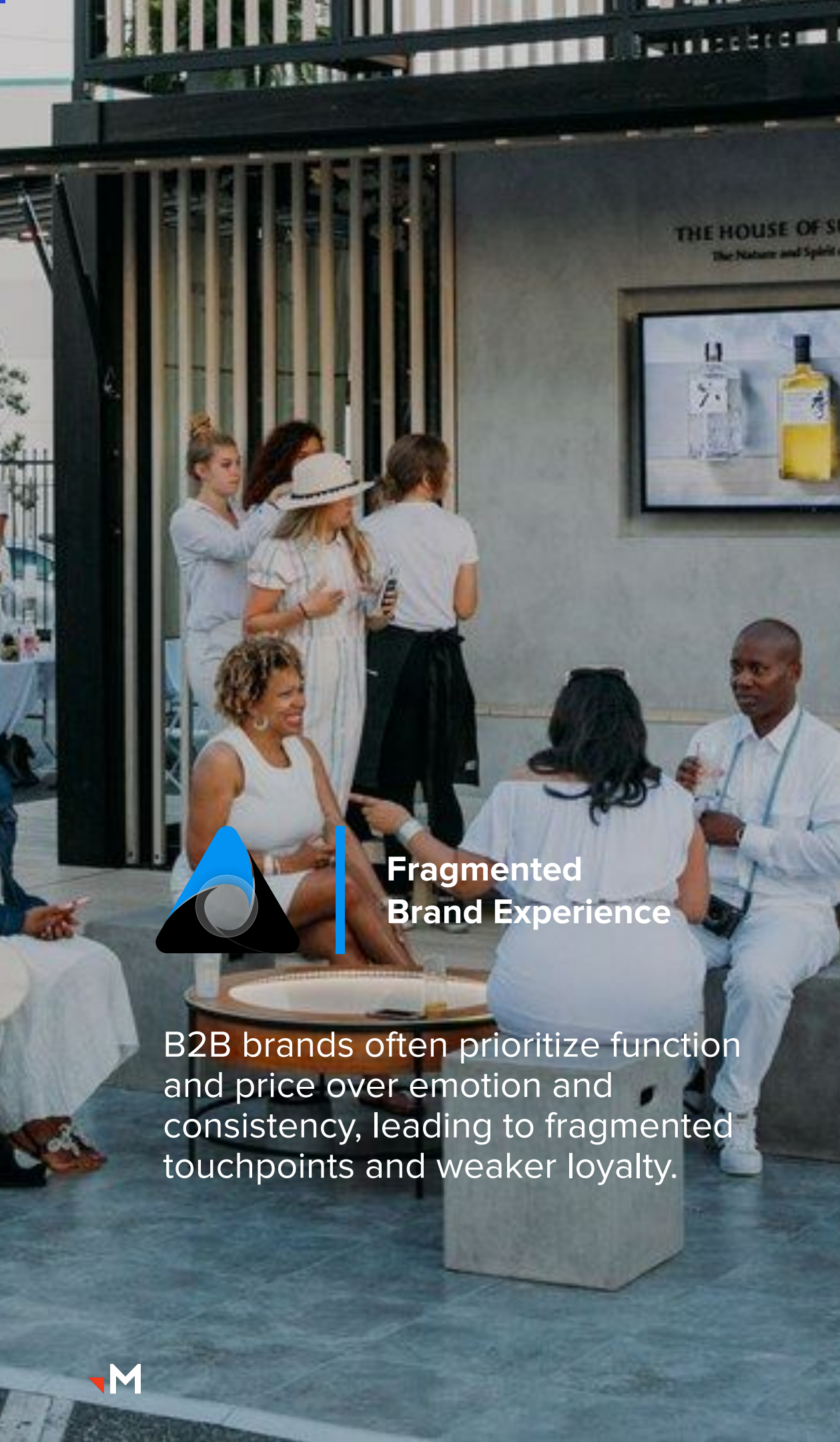
B2B companies struggle to adapt quickly to evolving buyer expectations — customers now demand the same speed, transparency, and personalized experiences they get in B2C.

BUYING EXPERIENCE

B2B can learn that efficiency and experience go hand in hand — faster, more reliable buying journeys drive sales productivity and customer loyalty.

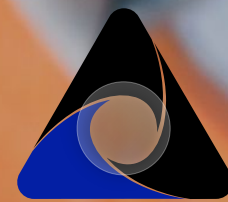


Noticed something?
Yes it is the same!



Fragmented Brand Experience

B2B brands often prioritize function and price over emotion and consistency, leading to fragmented touchpoints and weaker loyalty.



Changing Customer Needs

B2B brands struggle to keep pace with buyers expecting B2C-like speed and personalization.



OMNICHANNEL BUYING EXPERIENCE

B2B brands aim to expand digitally — but success requires speed and simplicity.

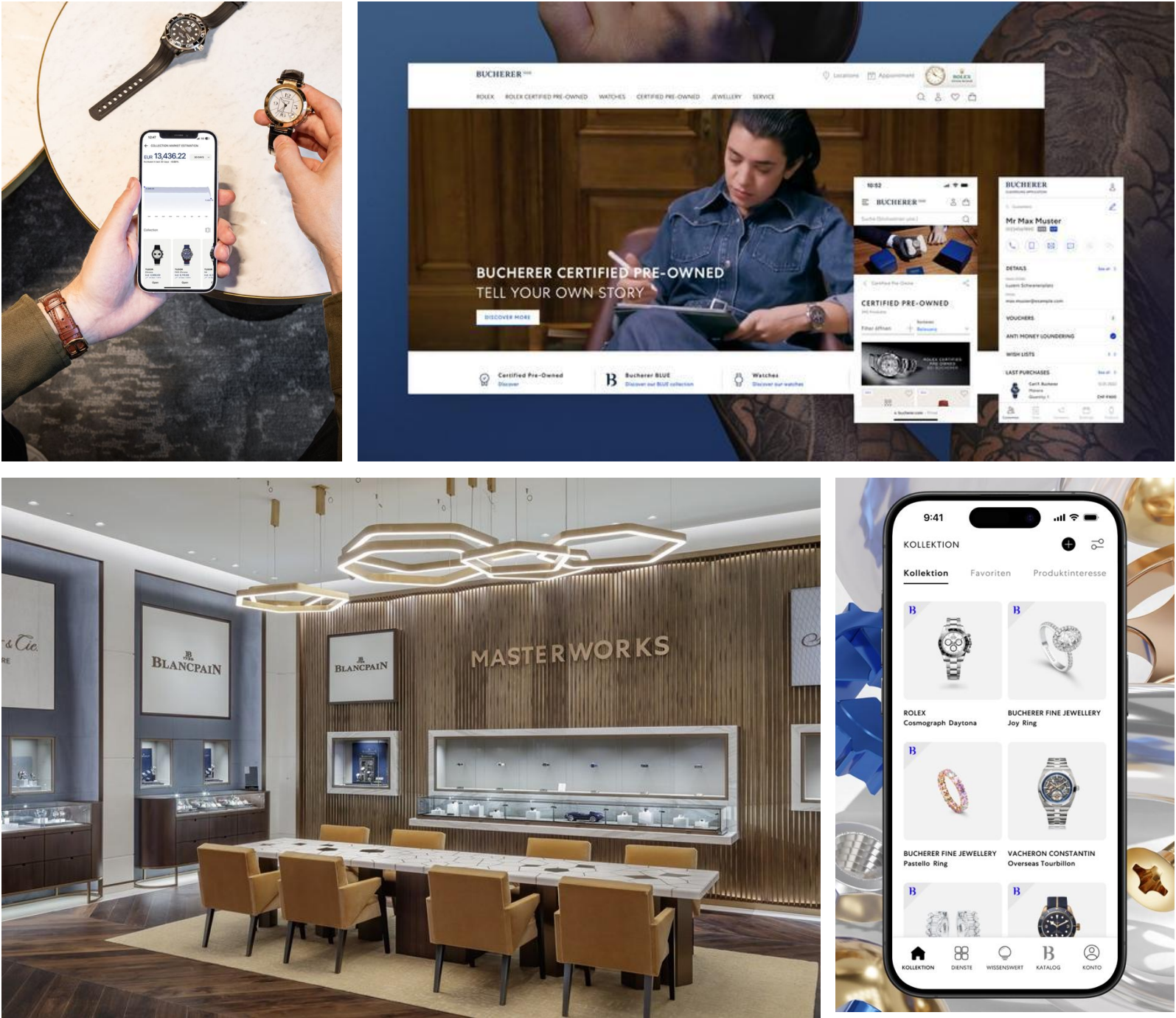


SUMMARY

Consistent experience and service quality across channels

Whether you visit a boutique, browse the website, or speak to customer service, the tone, visuals, and brand promise are identical.

B2B organizations can benefit lorem ipsum





SUMMARY

Continuous Innovation and Agility

Bucherer's unified commerce model enables rapid adaptation — from virtual appointments and digital concierge services to new markets and seamless in-store evolution.

B2B organizations can benefit by adopting similar **composable architectures** enabling:

- Faster rollout of new services or digital touchpoints.
- Real-time reaction to market and customer feedback.
- Personalized experiences and offers based on unified data.
- Increased customer loyalty through responsiveness and innovation



Tourneau Reopens NY Flagship Under Bucherer Name

The revamped store, renamed following a 2018 acquisition, will bring Bucherer's fine jewelry collection to the U.S. for the first time.



Lenore Fedow
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Bucherer opens new UK flagship boutique in London

By Danielle Wightman-Stone

19 Apr 2021





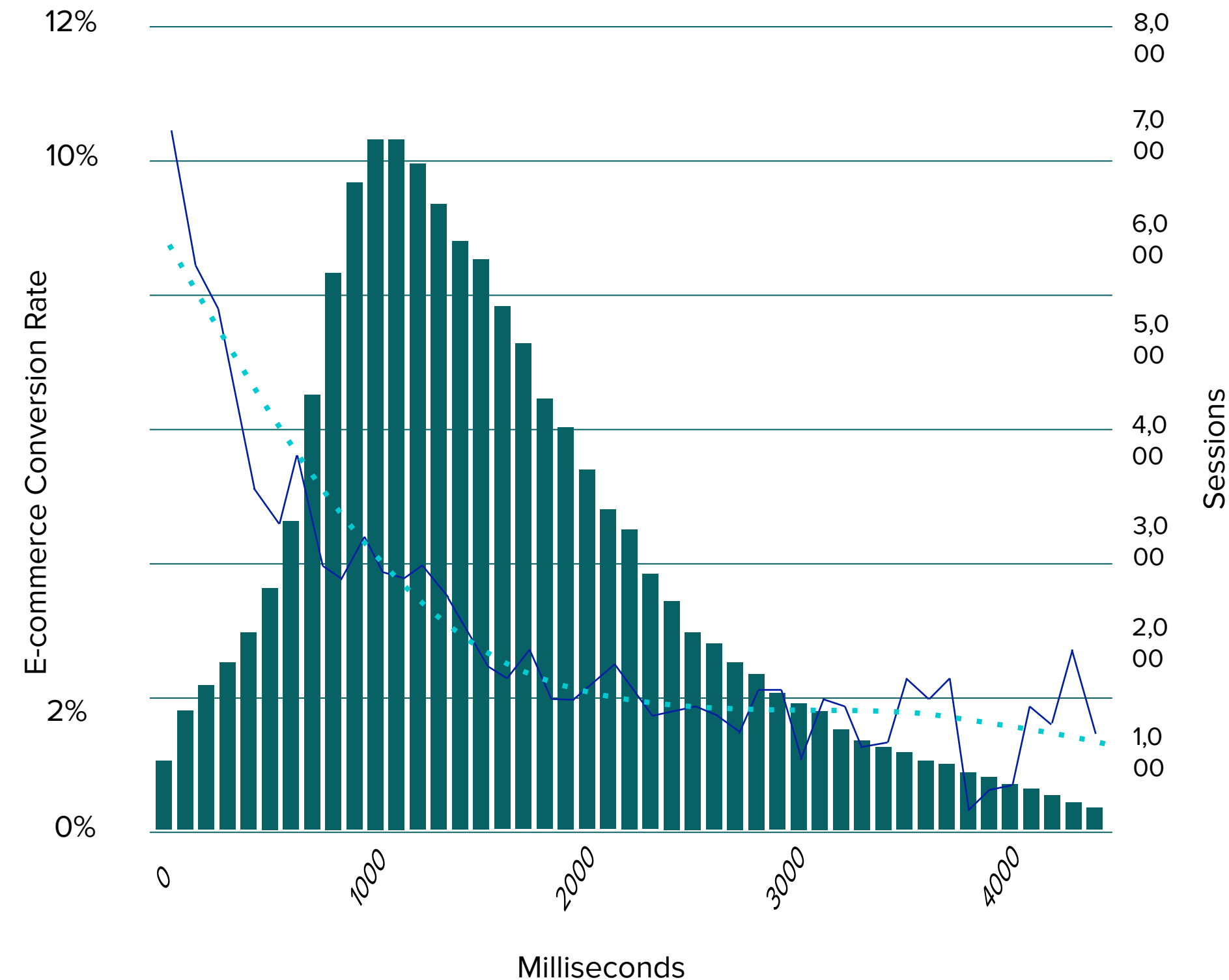
SUMMARY

OMNICHANNEL BUYING EXPERIENCE

The most obvious, and most important impact of improved **site performance** was an **improved user experience**.

A faster site is more functional, and users are more willing and more likely to explore the site.

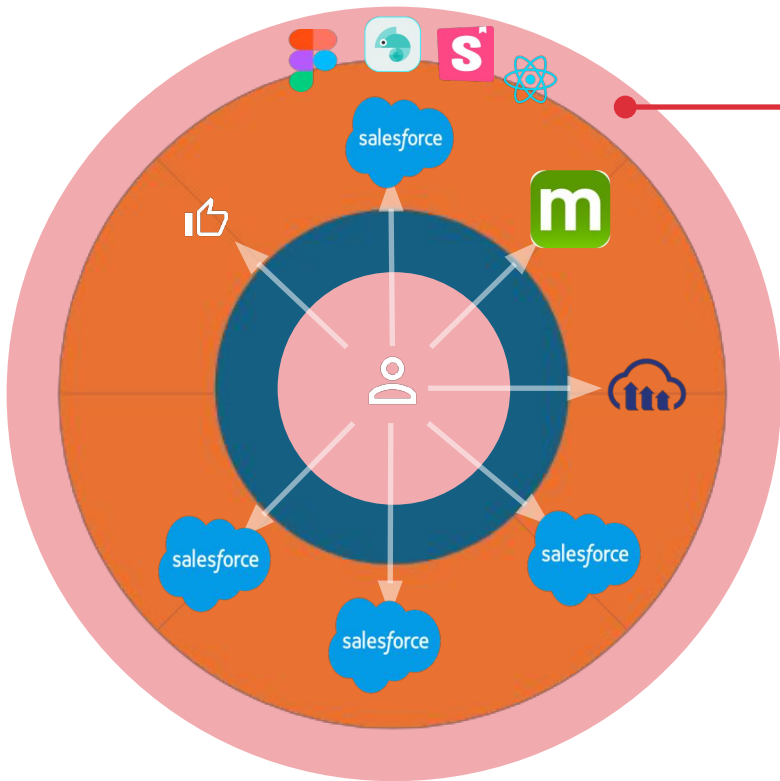
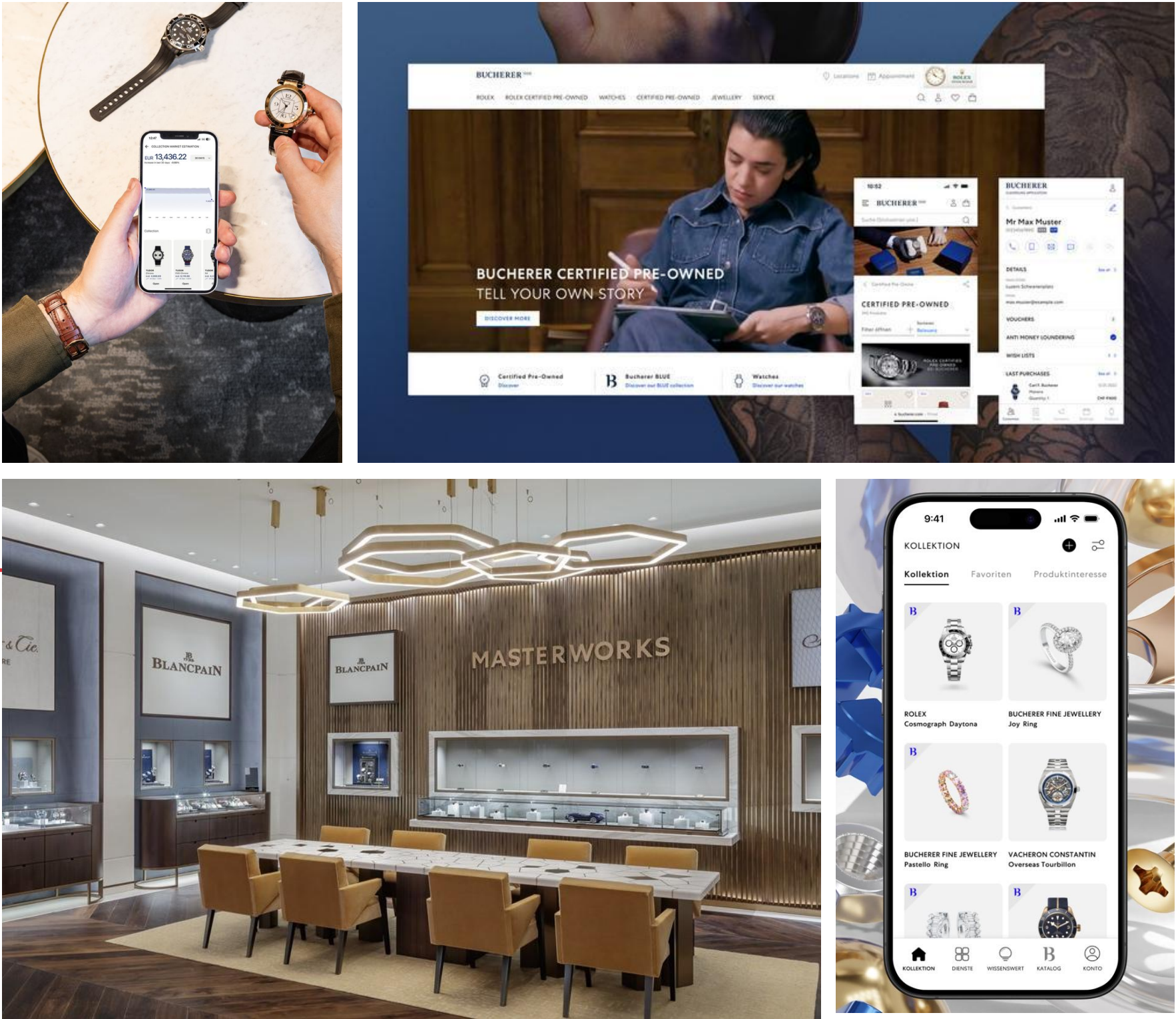
As B2B companies expand into self-service and digital commerce, performance becomes critical: slow sites drive buyers back to phone calls.



<https://www.speedsense.com/web-performance-impact-ecommerce-revenue>

Consistent experience and service quality across channels

Whether you visit a boutique, browse the website, or speak to customer service, the tone, visuals, and brand promise are identical.



Continuous Innovation and Agility

Bucherer's unified commerce approach allows the brand to rapidly adapt to new customer behaviors — for example, introducing virtual appointments, integrating digital concierge services, launching new markets, channels and brands. Or evolving in-store experiences without disrupting backend systems.

B2B organizations can benefit by adopting similar **composable and data-driven architectures**, enabling:

- Faster rollout of new services or digital touchpoints.
- Real-time reaction to market and customer feedback.
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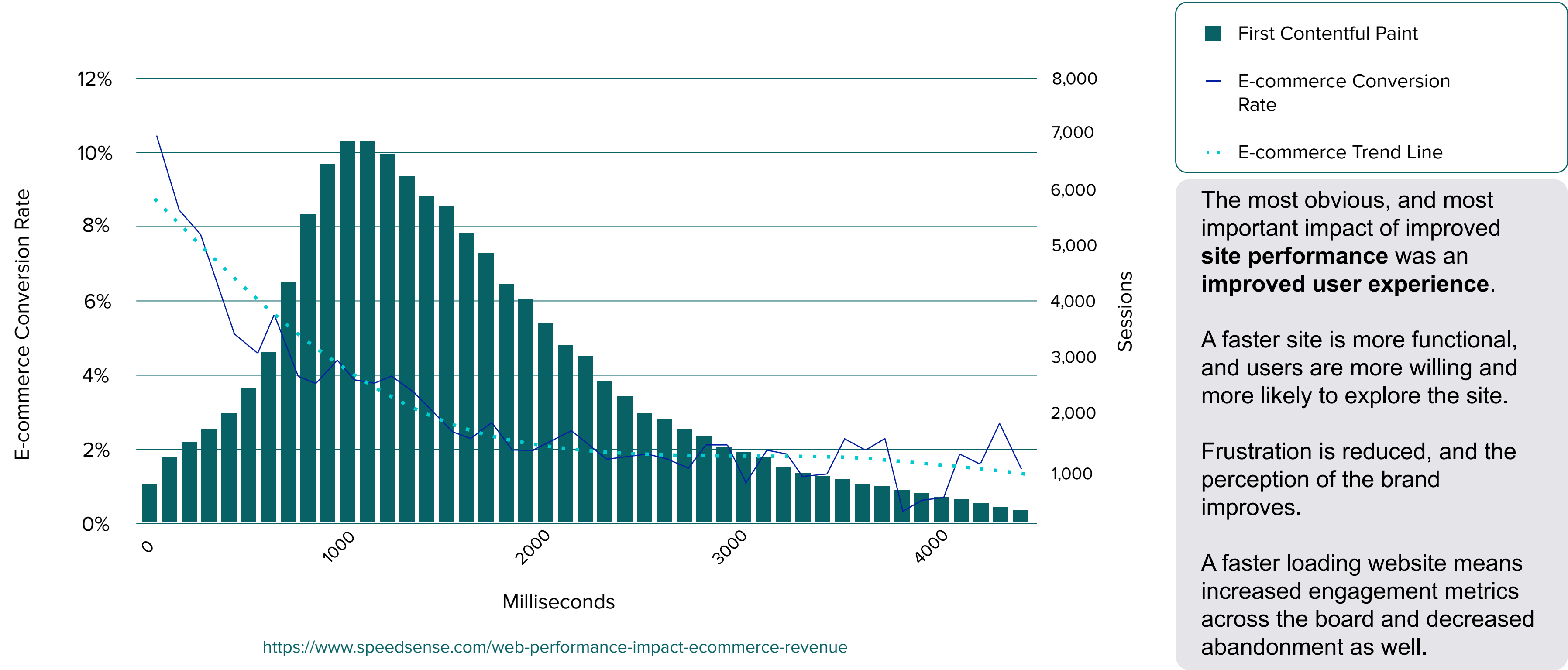
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A superior buying experience isn't just about delight — it's about efficiency that converts.



This is why we have built:



Experience Accelerator

-30%

Up to 30% reduction in TCO

+400%

Up to 400% project acceleration

Harmonized Design & Delivery

Lower Partner Dependency

Transparent, Easy-to-Manage

THE ARC CORE

We've distilled the essential building blocks of digital experiences and can seamlessly plug them into the market's leading solutions.

 Brand Style Guide

 Design Token

 Design System

 UI Pattern Library

 Progressive Web App/FE

 Media Asset Mgmt.

 Headless CMS

 Headless Commerce

 Composable CDP

 Custom AI Solution

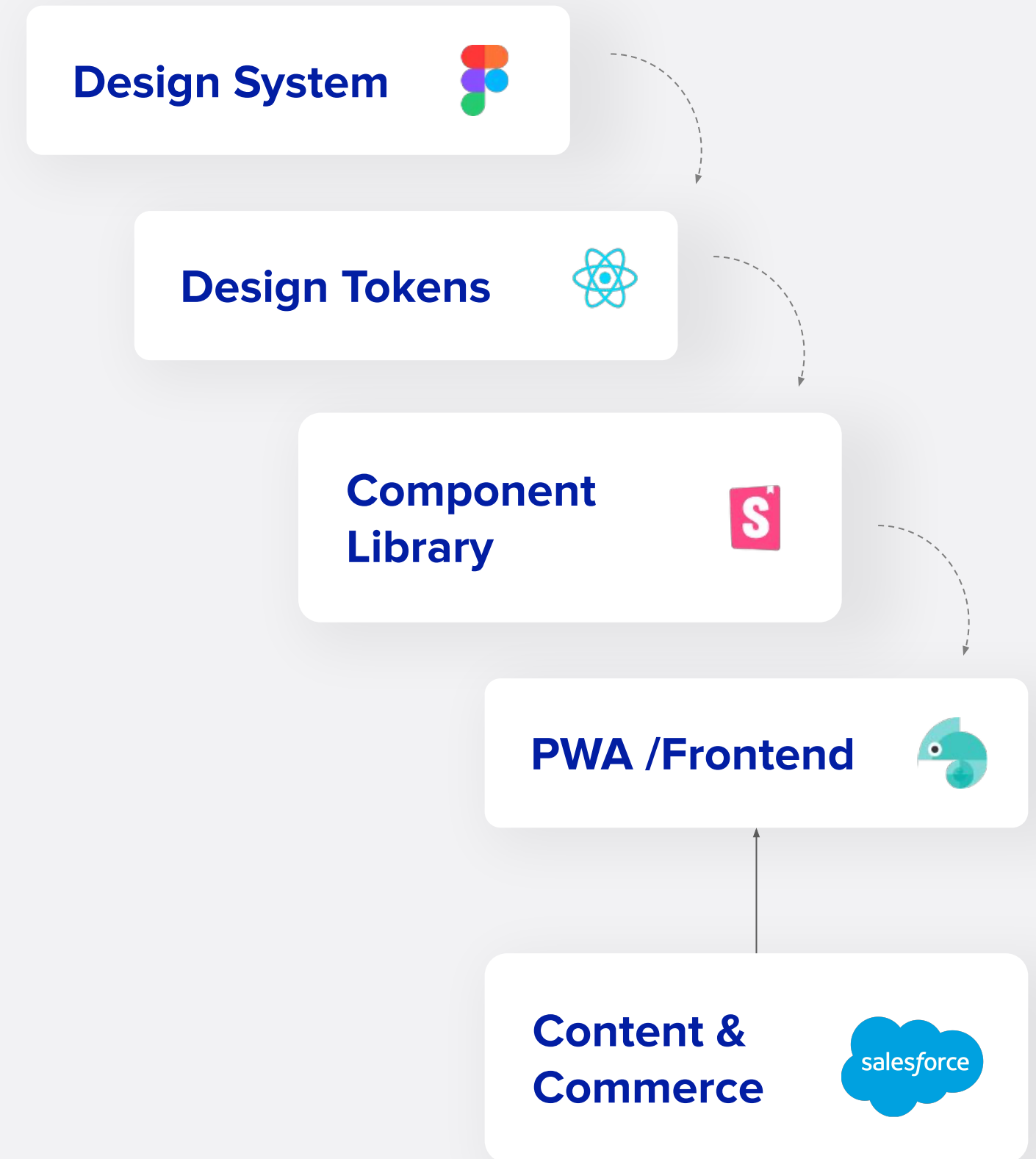
 Cloud Infrastructure

 Customer Identity Access

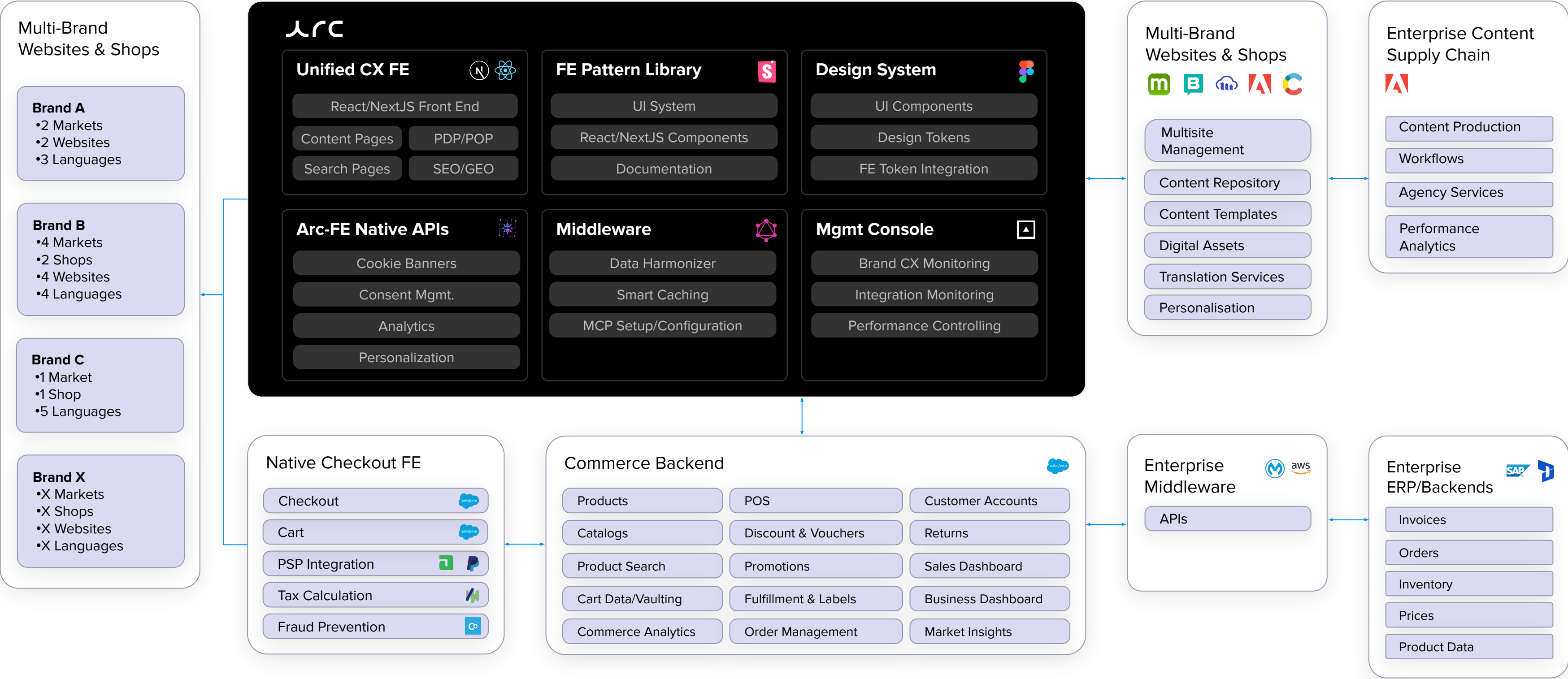
From Design to Frontend, end-to-end !

The ARC Component Library provides a white-label design system that already covers around **80% of all Content and Commerce UI elements**.

These reusable components – from product cards, buttons, to navigation and content modules – are fully tokenized and directly linked to code. This ensures that **design and frontend stay in sync across all channels and can easily adapted to new brands**.



Arc Solution Architecture





Thank you

Meet us at Merkle
Headquarter at MOMA

Book a Demo

