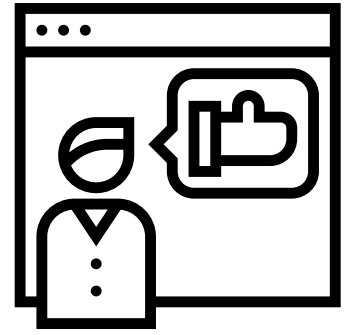


# B2B CUSTOMER ACCOUNT PORTAL



Customer Portals present a great opportunity to, both, delight your customers and boost your bottom line through the added ability to make convenient payments, repeat purchases, etc. However, if done wrong, can turn into a major point of friction and frustration for customers.

## Consider The Following:

1. Prior to logging in:
  - a. Is navigation to the Registration and Login pages prominent and easy-to-find?
  - b. Is there content describing the program benefits?
2. When logged-in
  - a. Is order history available?
  - b. Can multiple users easily be added?
3. If No B2B Customer Portal
  - a. Are users able to quickly locate a local retailer?



Want to learn more?

[Download the complete 60+ point B2B eCommerce Optimization guide.](#)

**NordicClick**