

Best in Business to Business

Introduction

This Spider awards will celebrate the best in B2B Company that provides prospective and current customers with truly impressive levels of service, customer support, and best-in-class communications. The entries should highlight how the company has developed or transformed their B2B offering online to gain market share and competitive edge.

Business criteria

- The awards will honour business-facing digital platforms, projects, and marketing campaigns.
- The entrants should be providing products or services to other businesses.

Technology

- The judges will consider how the best consumer-facing web technologies are matched with the best back-office systems and product and services offering.
- The judges will consider websites, communication platforms and service applications that have been developed and integrated to further their business needs.

Design

- The judges will consider the methodology, output and impact of the projects, design strategy.
- They will look for how the business developed both user-centred and revenue-focused methodologies in their design process.

Integration

- The judges will consider how the project, platform or campaign contributed to increased efficiencies, revenue, market share, loyalty, brand awareness and brand consideration.

Leading competitive advantage

- The judges will consider how the entries developed a clear competitive edge, through innovation, focus and investment in digital technologies and design.