

B2B Repeat Purchase Readiness Checklist

See It. Order It. Deliver It — and make customers come back.



B2B buying is rarely a single transaction it's a cycle. Ordering, reordering, automated replenishment. Customers come back only when that cycle works, and they don't when it doesn't.

Making it work requires more than a good storefront. It takes accurate inventory visibility before buyers commit, bulk and recurring orders that move without friction, fulfillment routing that gets the order to the right node, and delivery that holds to the date you promised.

Use this checklist to score yourself across 20 checkpoints covering inventory visibility, self-service ordering, and fulfillment promise integrity.

01 | SEE IT

Inventory visibility and product confidence before the buyer commits.

- ☐ Real-time inventory is visible at the channel level.
- ☐ You can tell buyers what's available to promise — not just what's on the shelf today.
- ☐ Estimated delivery dates are calculated dynamically.
- ☐ Out-of-stock products show alternatives or restock dates.
- ☐ Product data is complete enough to drive a buying decision.

03 | ROUTE IT

Getting every order to the right location, automatically.

- ☐ Orders are routed to the optimal fulfillment node automatically.
- ☐ Routing accounts for contract terms and account-specific rules, not just distance.
- ☐ Priority accounts get fulfillment priority — not just order priority.
- ☐ Split shipments are minimized by design, not caught after the fact.
- ☐ Expedited freight is an exception, not a fix for bad routing decisions.

02 | ORDER IT

Bulk ordering, recurring purchases, and account self-service — without a sales rep in the loop.

- ☐ Buyers can reorder with one action.
- ☐ Recurring and subscription orders are configurable by the buyer.
- ☐ Contract pricing resolves automatically at checkout.
- ☐ Account management is self-service.
- ☐ Quotes convert to orders without re-keying.
- ☐ AI assistants help buyers find products, check order status, and initiate returns.

04 | DELIVER IT

Promise integrity and the post-purchase experience that drives the next order.

- ☐ Buyers can track order status in real time.
- ☐ Split shipments, when they happen, are communicated proactively.
- ☐ Delivery performance is tracked against SLA thresholds, not just logged.
- ☐ SLA breaches trigger proactive alerts before the buyer has to follow up.
- ☐ Returns and exchanges are self-service.

How did you Score?

17-20

Strong foundation. Focus on incremental improvements.

11-16

You're losing buyers at specific friction points.

< 11

Significant gaps in the cycle.

READY TO CLOSE THE GAPS?

KIBO's unified commerce, order management, and subscription platform is built for exactly this — inventory visibility, self-service ordering, intelligent fulfillment routing, and delivery that keeps every promise.

Learn more about KIBO for B2B Commerce: <https://kibocommerce.com/solutions/b2b/>