



# A BOUQUET OF INNOVATION, PERSONALIZATION AND SERVICE

## VIDEO TRANSCRIPT

*Michel van Hout:* Dutch Flower Group is first and foremost a family business. And at the same time it is a family of companies. Within Dutch Flower Group, we have more than thirty companies that focus on buying and subsequently exporting flowers and plants.

If we want to continue to achieve growth, it also means that we want to be the 'Best digital supplier of Flowers and Plants in the World'. If you want to be that, then you have to take a step like this, to be able to use all the modern facilities associated with a good new webshop for the customer and for the customer of our customer. We really need that to achieve the growth targets we have.

*Mehmet Olmez:* When Dutch Flower Group approached Accenture Interactive about their digital ambitions, we were really excited from the start. From the beginning we proposed an approach to put their customers first.

*Peter van Os:* The biggest challenge in this project was to connect six individual DFG companies with their own customer focus, their own identity, to one solution and to put the customer first.

*Mehmet Olmez:* We are now live at six companies with twenty websites and the six companies can jointly innovate on the shared platform, while maintaining their own brand identity and delivering their own customer experience for their customers.

*Michel van Hout:* The new platform will first of all ensure that many of the orders that still come in via email and telephone now, will be received via the new platform and that we will use the Cross and Upsell capabilities that are in the platform.

*Peter van Os:* The final result is we present a new catalogue daily containing tens of thousands of products in which customers from more than a hundred countries can buy on more than twenty websites.

*Essine Prins:* I am happy with the new platform, because it enables me to better link products to our content. And in this way I can present it much nicer and better to the customers. It creates much more experience and feeling and that is simply very positive in terms of marketing.

*Mehmet Olmez:* We are very proud that Accenture Interactive has achieved this together with the Dutch Flower Group and have helped them take a big step in the field of digital innovation in the floriculture sector.

*Michel van Hout:* And that combination, the customer first, the technological knowledge and the knowledge from our sector, has made it possible for us to really make something beautiful.

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