Dutch Flower Group:
A bouquet of innovation, online personalization and service
To continue to achieve growth, we want to be the best digital supplier of flowers and plants in the world. If you want to be the leader in the industry, then you have to take a bold step. So we incorporated all the latest technologies available to create a superior new webshop for our customers and the customers of our customers.”

Michel van Hout,
CIO – Dutch Flower Group
Working with Accenture, DFG kicked things off by leveraging design thinking and agile delivery methods, like user research and story mapping, to determine how the ideal customer journey would look. This included the prioritization of certain functionalities like allowing a single user to have multiple shopping carts for different dates. Another example would be providing customers with multiple display versions of the product pages to meet the needs of different customer groups.

By seeing which of these functions was most valuable to their customer, DFG began working on a Minimal Viable Product (MVP). Much like Beta testing, an MVP provides early customers with a version of the product that has just enough features to gain customer feedback for future development.

The MVP was built on the latest SAP Commerce Cloud Version 2 which offers a holistic suite of capabilities, from customizable data insights to pluggable modules and extensions. What’s more, it provides DFG with the flexibility they need to consistently scale and grow the organization.

Once complete, the MVP was opened to a select group of customers for two of DFG’s six floral wholesale companies. By creating a feedback loop early on, the team was able to rapidly generate revenue, gather feedback from the selected customers and optimize the data loads that are required during peak business hours.

Armed with these insights, Accenture and DFG designed and launched a flexible product model that automates the process of creating products and allocates the procured lots at the flower auction and direct sourcing with growers to those products based on the attributes of both flowers and plants. This allowed DFG to manage personalized assortments as well as provide relevant and consistent product recommendations for all their customers on a massive scale. By integrating with their Enterprise Resource Planning (ERP) systems, DFG could ensure that the flowers and plants procured at auction or grower could be sold to customers all over the world within a few minutes.

Accenture also orchestrated the supply chain within DFG’s trading platform to optimize the customer’s browsing experience. Now, customers can browse through the categorized assortments and switch between the available products on their desired delivery dates thanks to the optimized catalog and category management. The new system also allows for more transparency. Say a customer chooses a date for flowers to be delivered, they’ll now see all the products that can be guaranteed for delivery should they choose to “Order Now.”

WHAT ACCENTURE DID
New opportunities are also being brought to life thanks to the innovative SAP® software features which enabled them to put the consumer at the center and meet their changing needs at every touchpoint in their journey. For instance, SAP Commerce's built-in omnichannel storefront enables customers to buy flowers via their mobile phone, tablet or a computer. Other features include the ability to pull demographic data, such as transaction or interaction history, to help customize content and provide an enhanced user experience.

None of this would have been possible, however, without the collaboration and talent of both teams. Accenture worked closely with the six floral wholesale companies within DFG to ensure their back-ends were all synchronized. Accenture also delivered classroom and hands-on training on the new platform for all of DFG's sales agents, to help get them all up to speed on the new platform and its functionality. This provided guidance on how to use the new features, and also how to sell the solution to their clients as well.

Both Accenture and DFG were able to bundle their strengths and combine relevant industry insights with digital knowledge. The collaboration put down roots for a new DFG digital team, that continues to innovate by enabling new functionalities across the enterprise.

The result is an agile trading platform that allows business stakeholders to have a continued focus on their daily activities and tasks. The collaboration also led to a budding partnership between Accenture and DFG that will continue to grow over the years.
DFG has been able to strengthen their market leader position thanks to the new SAP Commerce Cloud-based digital trading platform, one of the first implementations on the latest version. Now, customers can reap the benefits of a new web shop that has shifted its focus from the lot to the product. By simplifying the search and order process, DFG provides more relevant product recommendations for its importing wholesale customers — setting a new benchmark in the floriculture industry.

The six floral wholesale companies within DFG (OZ Export, Coloriginz, Holey, OZ Planten, Hamifleurs and Hamiplant) are now able to manage nineteen web shops, including sub- and white label web shops for B2B2B customers, within one solution. Customers can easily navigate through all different product categories that show them a personalized and wide variety of fresh flowers and plants. On top of that, the direct customers of DFG can simply open a branded white label web shop for their own customers, manage the available assortment and set the correct price margins.

Account managers have more time available to help customers with specialized suggestions now that the sales process has shifted from offline to more online. This not only shortens the time it takes for customers to place orders, but will help grow lasting relationships with them, as well.

It’s a brilliant first step in the digital journey for DFG floral wholesale companies. As they continue to improve upon their strong customer experience, DFG is also looking to build upon their digital prowess. Thanks to their shift to SAP Commerce Cloud, DFG can scale their operations and do so in a way where intelligence and automation is at the heart of the customer experience. Now, it is more agile to respond to consumer and marketplace changes, with a living ecosystem of partners building resilience and fueling growth. How’s that for digital blossoming?

“The biggest challenge in this project was to connect six individual DFG companies, each with their own customer focus and their own identity, to one solution that puts the customer first. The final result is a new catalogue containing tens of thousands of products updated daily from which customers across more than a hundred countries can buy on more than twenty websites.”

Peter van Os,
Digital Sales – Dutch Flower Group