



Magento Commerce

# EXPERIENCE MAKERS<sup>LIVE</sup>



Adobe



# Yakima Chief Hops Goes Digital to Enhance Customer Experience

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## OUR MISSION

To connect family hop farms to the world's finest brewers.

## OUR VISION

We are the global supplier of choice, focused on sustainably produced, innovative hop products. We are a responsible neighbor and asset to our communities, enriching the products, businesses and lives of everyone we encounter.

## OUR VALUES

- **Passion:** For people, product, planet and process
- **Respect:** Teamwork and collective responsibility
- **Integrity:** Transparency and accountability in all we do
- **Dedication:** Quality and sustainability
- **Excellence:** An emphasis on innovation and continuous improvement



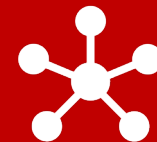
B2B contract transparency and self-service ordering



Efficiency and accuracy



Complex global and selected inventory stories



Multiple internal & external system integrations

# 1. Key Business & Technical Challenges

- 2. Steps Taken to Automate Everything
- 3. Efficiencies Gained from Digital Commerce
- 4. Staying Current as Digital & Physical Blend
- 5. Lessons Learned



# Key Business Challenges

- Lack of transparency and self-service ordering options
- Maintaining efficiency and accuracy at scale
- Catering to the online shopping habits and expectations of modern consumers

YOUR FILTERS: VARIETY: SABRO™

PRODUCT TYPE: +

STOCK STATUS: +

VARIETY: +

PACKAGE SIZE: +

AROMA PROFILE: -

Citrus  
Coconut  
Herbal  
Stone Fruit  
View More

BREWING VALUES: -

ALPHA ACID RANGE %  
14 - 27

BETA ACID RANGE %  
5 - 11

TOTAL OIL ML/100G  
2 - 4

APPLY

MSRP	CROP YEAR	PRODUCT	PACKAGING	YOUR PRICE	TOTAL	QTY	
★★★★★	2019	Sabro™ Brand Cryo Hops® Hop Pellets, 1x5 Kg/11 Lb 2019- HBC 418	Cryo Hops® Pellets 1x5 Kg/11 Lb	\$358.82	\$358.82	1	ADD TO CART ADD TO WISH LIST
★★★★★	2019	Sabro™ Brand Cryo Hops® Hop Pellets, 4x5 Kg/11 Lb 2019- HBC 418	Cryo Hops® Pellets 4x5 Kg/11 Lb	\$1,419.38	\$1,419.38	1	ADD TO CART ADD TO WISH LIST
★★★★★	2019	Sabro™ Brand Type 90 Hop Pellets, 1x5 Kg/11 Lb 2019- HBC 418	T-90 Hop Pellets 1x5 Kg/11 Lb	\$156.75	\$156.75	1	ADD TO CART ADD TO WISH LIST

## Contract Details

2019 Contract

DELIVERED

REMAINING

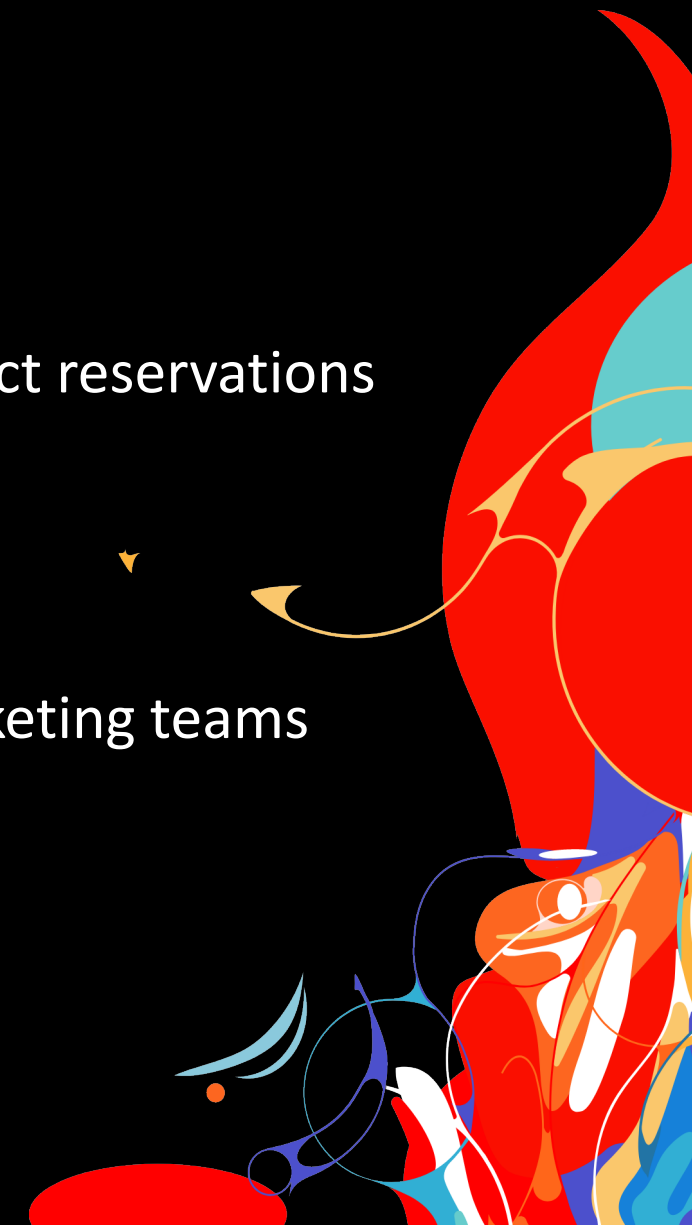
Product Type	Crop Year	Variety	Package Type	Price Per Lb	Price Per Units	Ordered Units	Delivered Units	Remaining Units	Units	
T-90 Hop Pellets LOT #: P92-DUCIT9081	2019	Citra® Brand	4x5 Kg/11 Lb	\$1.12	\$112.00	1023	825	198	1	ADD TO CART
T-90 Hop Pellets LOT #: P91-DUMOS4084	2019	Mosaic® Brand	4x5 Kg/11 Lb	\$1.12	\$112.00	1137	225	912	1	ADD TO CART
T-90 Hop Pellets LOT #: P91-DUSIM4112	2019	Simcoe® Brand	4x5 Kg/11 Lb	\$1.12	\$112.00	6591	2053	4538	1	ADD TO CART

REQUEST MODIFICATION

EXPORT TO PDF

# Key Technical Challenges

- Complex integrations between internal and external systems, 3PLs
- OMS with split deliveries, advanced inventory with lot-level product reservations
- Complex B2B contracting, credit terms and invoicing
- Intuitive B2B and B2C CX in the same instance
- Simple product metadata management for lab, technical and marketing teams
- Triage blocking integration transactions when FIFO is required
- Establishing a digital commerce model for international growth

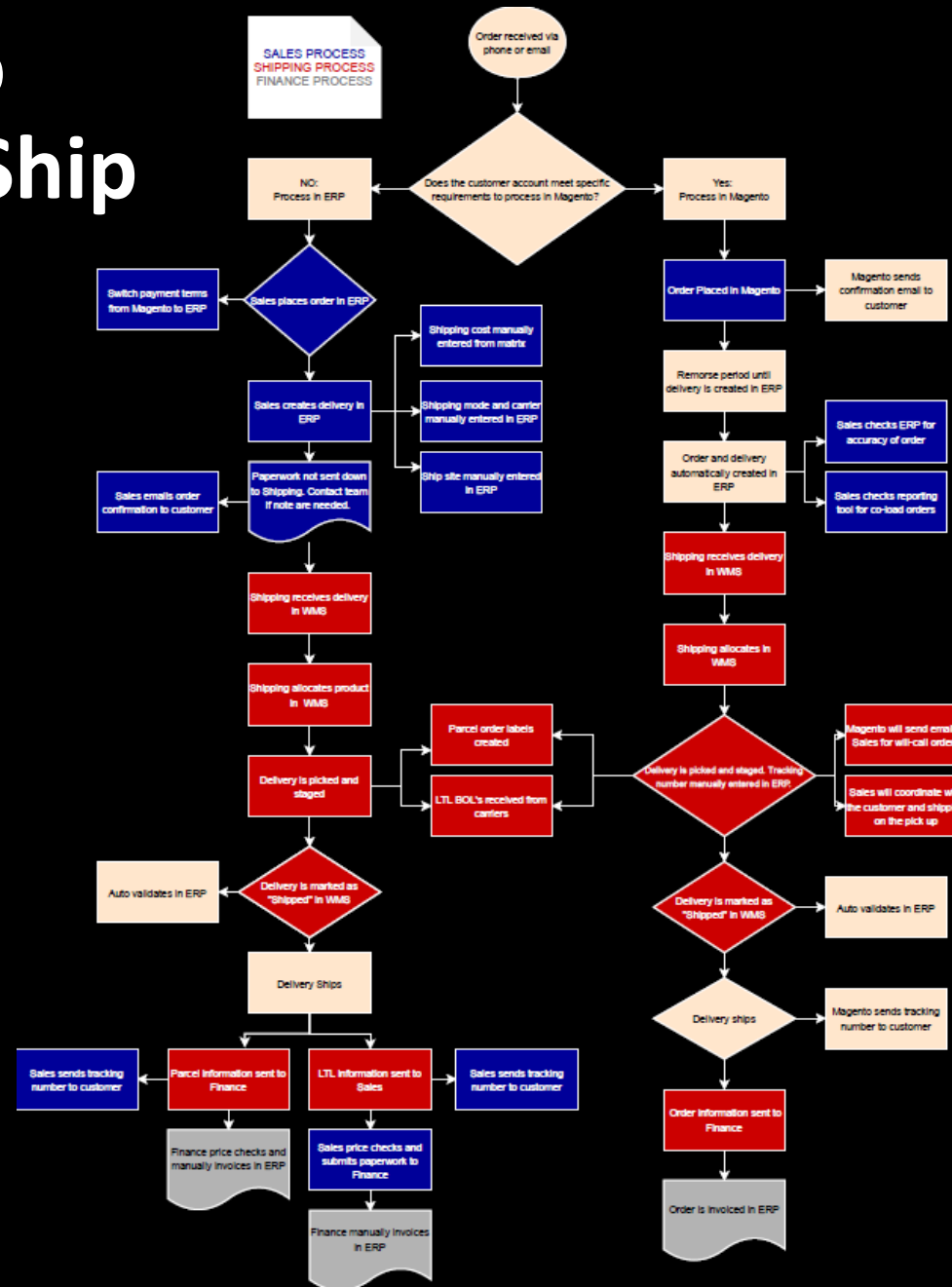


1. Key Business & Technical Challenges
- 2. Steps Taken to Automate Everything**
3. Efficiencies Gained from Digital Commerce
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5. Lessons Learned



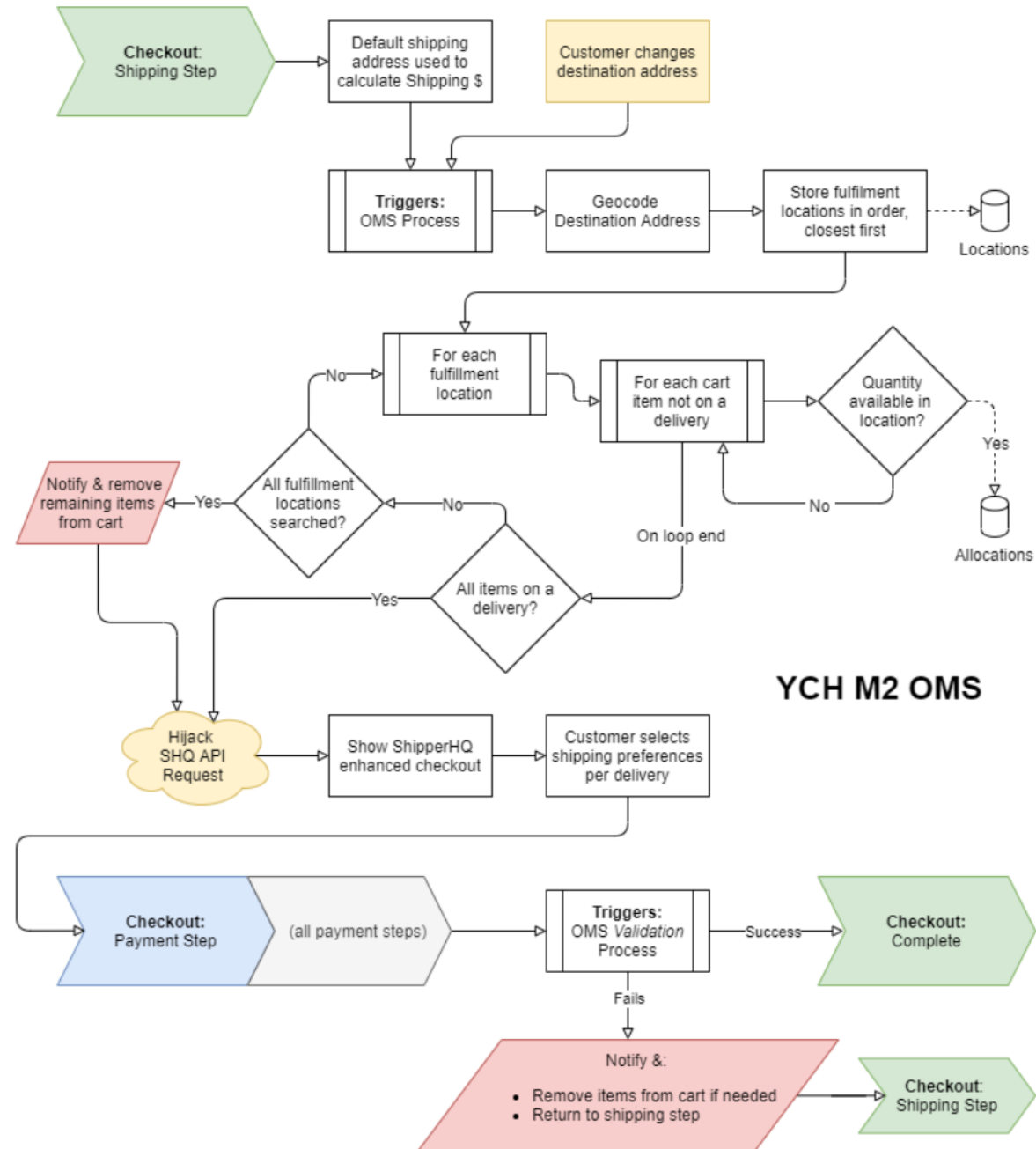
# Business Steps Taken to Automate the Click-to-Ship Experience

- Cross functional collaboration between departments
- Implementing new roles and SOP's
- Introducing and supporting customers with new process



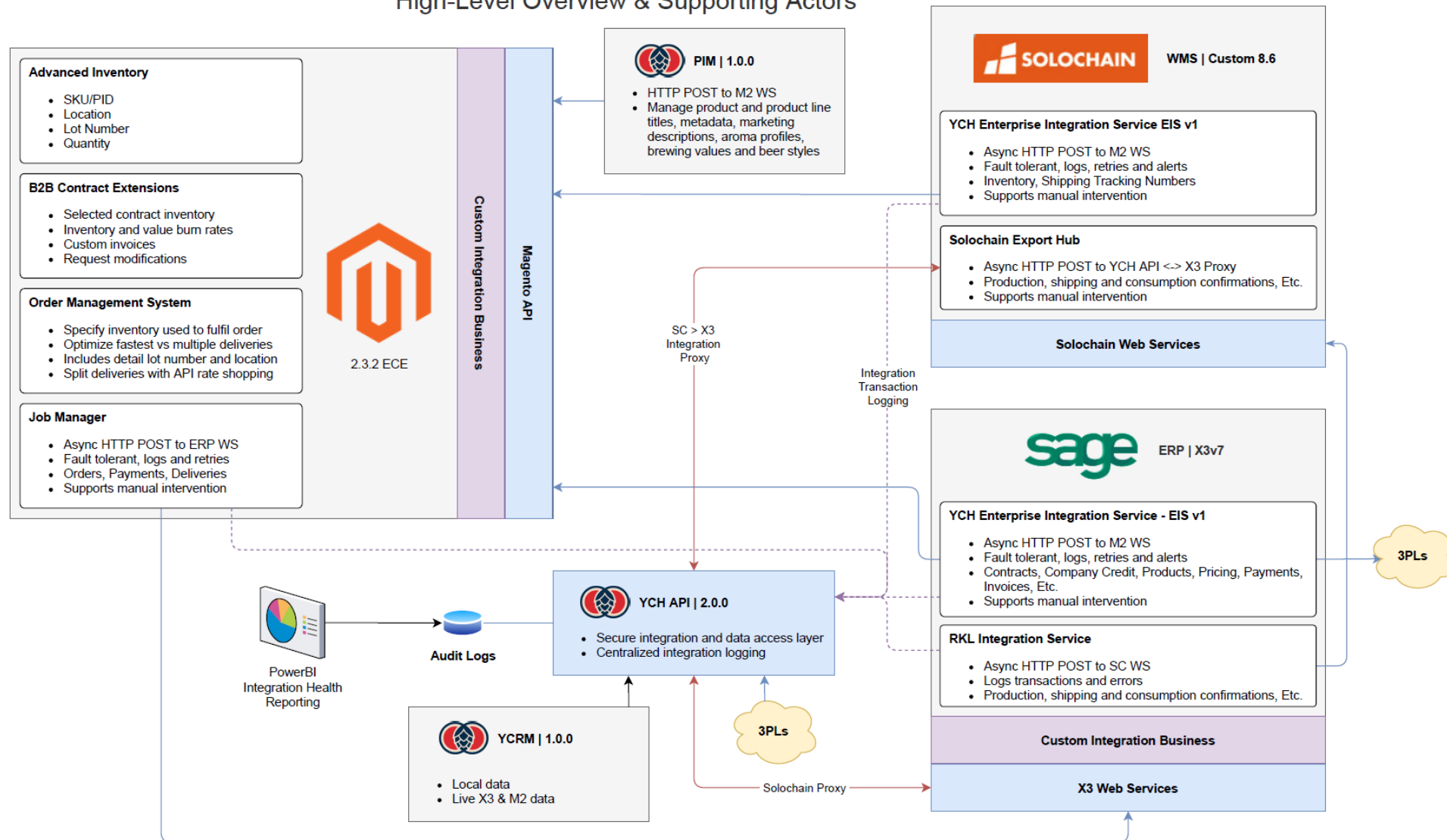
# Custom OMS

- Split deliveries
- Reserved product
- 3PL inventory
- Canada
- API rate shopping



# Custom Integrations

## YCH Enterprise Integrations High-Level Overview & Supporting Actors



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# Efficiencies Gained by Digitizing B2B and B2C Ordering

- Ease of use for customers and reps
- Increased opportunities for reps
- Instant service for customers
- Consistency in processes
- More direct connection to the Homebrew B2C market
- Spend more time relating to customers and better understanding their needs

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# Digital and Physical Interactions Blending: The New Normal

- In response to the very challenging current situations for our customers:
  - Free shipping for B2B customers
  - Contract reviews
  - Additional promotions
- Complete re-design and re-integration of e-commerce and marketing front ends
- Canadian launch in 2020
- European launch in 2021

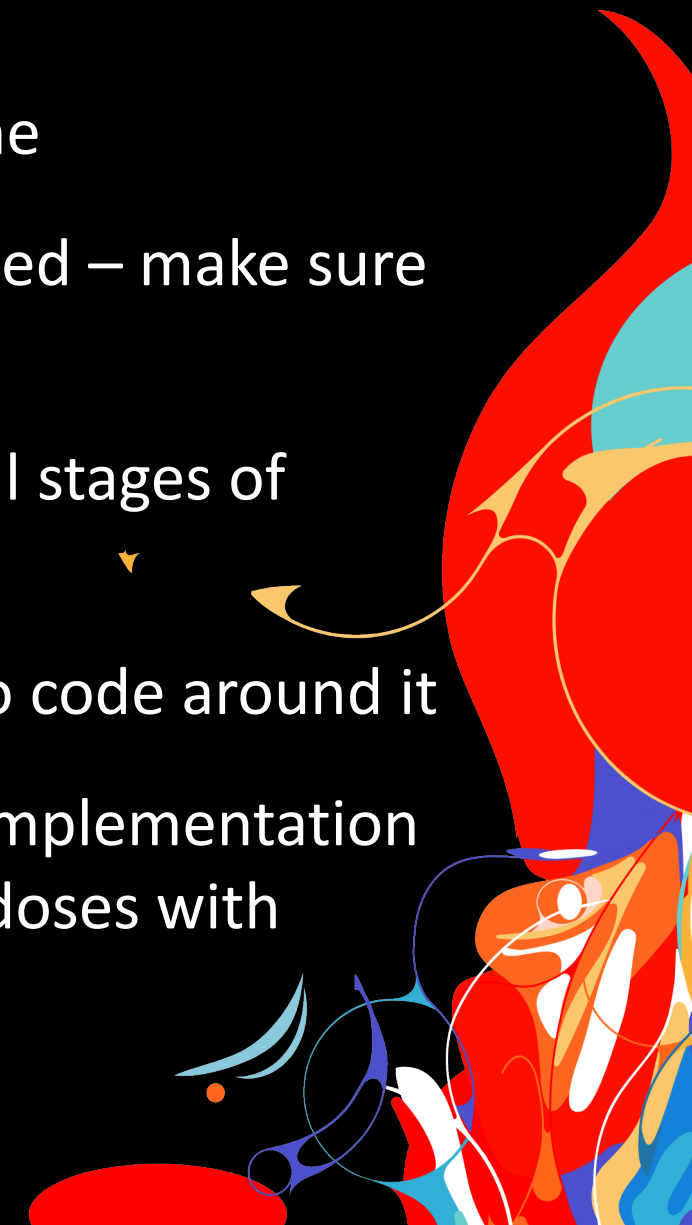


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# Lessons Learned

- New platform adoption and business process changes take time
- Processes in a manual environment cannot always be automated – make sure those are all identified and serviceable
- A cross functional communication plan is critical throughout all stages of implementation and into production
- When possible, change a business process rather than to try to code around it
- Can't plan for everything – apply agile PM, development and implementation processes where possible – iterate and innovate in measured doses with a formal feedback loop



## Key Success Metrics

- 70% US Market Adoption in First Year
- 23% Increase in B2B Spot Sales
- 0.5% Automated Integration  
Transaction Triage Rate



An aerial photograph of a vast hop field in the Pacific Northwest. The foreground is dominated by a dense, green hop field with rows of plants supported by vertical stakes. In the middle ground, there are several smaller fields, some of which appear to be corn or other crops, and a few small farm buildings or houses. The background features a range of rolling, dry hills or mountains under a clear blue sky. The overall scene is a rural landscape with a focus on agriculture.

**AMERICAN HOPS FROM THE PACIFIC NORTHWEST™**



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