

Caffe Ladro

Seattle Coffee Roaster and Retailer
Accelerates Order Processing
and Quadruples Online Sales with
TrueCommerce Unified Commerce Services

BENEFITS

More Connected. More Supported.
More Prepared for What's Next.

- Robust integration that maximizes automation and eliminates the need to manually transfer data between the eCommerce platform and QuickBooks Enterprise
- 600% time savings in getting online orders into QuickBooks Enterprise
- 400% increase in online sales



OBJECTIVE

- Enhance the online ordering experience for customers while automatically bringing eCommerce order data into Intuit QuickBooks Enterprise to accelerate order processing

SOLUTION

- Robust, flexible integration across the TrueCommerce Global Commerce Network, Nexternal eCommerce platform and QuickBooks Enterprise. Combines eCommerce and EDI orders in a unified business process to eliminate redundancy, improves efficiency and accuracy, reduce manual effort, accelerates key workflows and significantly boosts online sales

BENEFITS

- A faster, smoother and simpler order processing workflow
- Leverage one Commerce Network to integrate eCommerce and EDI orders with Quickbooks Enterprise
- Fewer errors in the order fulfillment process

BACKGROUND

Leading coffee roaster and retailer combines the TrueCommerce Nexternal eCommerce platform with EDI to seamlessly integrate online order processing with QuickBooks Enterprise.

Caffè Ladro, a Seattle coffee institution since 1994, currently operates sixteen retail cafés in the Seattle area. Well known as a pioneer of sustainably and ethically produced coffee, the company sources and roasts its own single-origin and blend coffees. They also bake their own pastries and desserts.

With both coffees and baked goods available online for retail and wholesale customers, web-based sales are an increasingly important component of Caffè Ladro's business model. According to Adrienne Kerrigan, Wholesale Marketing Coordinator at Caffè Ladro, improving online order efficiency was a primary driver for moving to TrueCommerce Nexternal's eCommerce platform in 2015.

"Our old eCommerce platform was incredibly clunky and supported only very limited online sales," Ms. Kerrigan states. "I would field several calls every week from customers asking for help on how to navigate our website."

ONLINE SALES HAVE QUADRUPLED WITH NEXTERNAL

Ease of use and support for subscription orders make TrueCommerce Nexternal a winner with customers and in-house users alike.

A primary selling point for the TrueCommerce Nexternal platform was its ability to seamlessly support subscription orders, which are popular in the retail coffee market. "One of the things that really sets TrueCommerce Nexternal apart is its ability to automatically handle subscriptions and do auto-reorders," explains Ms. Kerrigan. "It actually generates a new order in QuickBooks Enterprise every time a new subscription order needs to be sent out."

Besides support for auto-reorders, ease of use was another important factor. "We liked how simple and streamlined the webstores looked; it was very easy for customers to use," notes Ms. Kerrigan. "That was really important to us. We wanted our customers to feel like the new system we were providing was effortless to use."

Another driver for increased sales is TrueCommerce Nexternal's outstanding support for coupon offers. "We've been able to do a lot of really interesting, successful coupon offers for our customers, especially last holiday season," remarks Ms. Kerrigan. "That's been one of the major benefits of the system for us."

The benefits of TrueCommerce Nexternal's user-friendly features exceeded expectations. Ms. Kerrigan emphasizes: "We thought it would improve our online sales—but the increase has been enormous. It's something like quadruple what it was. I think a huge reason is customers find it so easy to just come back and order, even on mobile devices."

LEVERAGING INDUSTRY-LEADING INTEGRATION ACROSS ORDER PROCESSING SYSTEMS

Integration across TrueCommerce Nexternal, EDI and QuickBooks Enterprise automates a critical internal business process.

For the coffee roasting side of the business, Caffè Ladro's own retail stores are its biggest customers. The retail store managers place wholesale coffee orders twice each week. "We're actually roasting for and 'selling' to ourselves," Ms. Kerrigan clarifies.

Those orders used to come in the form of paper printouts, and had to be manually entered into QuickBooks Enterprise. "I used to do that job so I know how mind-numbing it was, as well as how easy it was to make mistakes," Ms. Kerrigan recalls.





To streamline and automate this core business process, Caffè Ladro has recently leveraged the industry-leading, single-vendor integration available from TrueCommerce across the Nexternal eCommerce platform, electronic data interchange (EDI) from TrueCommerce and leading ERP/accounting systems like QuickBooks Enterprise. Providing integrated EDI services to QuickBooks users for more than 15 years, TrueCommerce offers the only EDI solution selected by Intuit as "Preferred" for use with QuickBooks Enterprise, and has earned Intuit's prestigious Gold Developer status for QuickBooks Desktop Pro and Premier.

Thanks to this comprehensive integration, Caffè Ladro's retail store managers now place their coffee orders online through an in-house Nexternal portal. TrueCommerce EDI pulls the order data from Nexternal and exports it directly to QuickBooks Enterprise.

"It made a ton of sense to get TrueCommerce EDI working with what we were already doing with Nexternal," says Ms. Kerrigan. "Those in-house orders are now much easier to view and fulfill and there's no need to hand-enter them anymore. They automatically pop up in the correct account in QuickBooks, under the correct store."

Although some manual data entry is still required, its amount has gone down significantly.

"A few highly-variable items are still changed manually in QuickBooks, but the time spent is maybe fifteen minutes versus ninety minutes before," Ms. Kerrigan observes. "Besides the time decreasing, the accuracy has seriously improved, and the EDI integration also makes everything a lot easier with all our other online sales from external customers."

NEXT STEPS

More gains are possible now that TrueCommerce Nexternal and EDI are working together.

Caffè Ladro's next step is to get its key wholesale accounts setup to order their coffees through an online portal in TrueCommerce Nexternal, so those orders can be automatically exported to QuickBooks Enterprise through the TrueCommerce network as well. Currently those orders are taken by phone or email and manually entered into QuickBooks.

"There are factors like variable pricing levels that we haven't quite figured out yet," Ms. Kerrigan notes. "That's the piece I'm working on next."

"Having TrueCommerce plugged into our Nexternal online ordering system makes all that a possibility now. We're pretty excited about how it's turning out!"

RAPID ROI

The TrueCommerce Nexternal solution paid for itself over just one holiday season.

In terms of ROI, Ms. Kerrigan figures: "Since we launched TrueCommerce Nexternal in mid-2015, it paid for itself simply by how organized and easy our online orders were to fulfill during the last holiday season. Our coffee shipments increased significantly starting in early November, and by December 1 we were getting 40 to 50 online orders or more some days. It's been an even better, quicker money-maker than we had hoped."

"We've been very happy with TrueCommerce Nexternal. It's been an even better, quicker money-maker and transition than we had hoped. It's fun to see the possibilities just continue to grow... especially now with Nexternal and TrueCommerce working together."

Adrienne Kerrigan,
Wholesale Marketing Coordinator,
Caffè Ladro

Caffè Ladro sees strong potential with the TrueCommerce EDI and Nexternal eCommerce combo.

"I'm very excited about it. It's fun to see the possibilities just continue to grow," Ms. Kerrigan concludes. "Every time we find out something new it usually leads to something else we can do within the system—especially now with Nexternal and TrueCommerce EDI working together."



ABOUT TRUECOMMERCE

TrueCommerce is the most complete way to integrate your business across the supply chain, integrating everything from EDI to inventory management, to fulfillment, to digital storefronts and marketplaces, to your business system and to whatever comes next. That's why thousands of companies across various industries rely on us.

TrueCommerce.
Do business in every direction.

THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how our solutions apply to your business, our passionate, customer focused team is here for you.

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