

Case Study

Yamamotoyama | United States | Agriculture, Food & Beverage

Boosting operational efficiency and team engagement

A structured approach to strengthen leadership and operations

Yamamotoyama is a leading provider of tea, nori seaweed, and soy wrapper to supermarkets and restaurants worldwide.

The challenge

Since establishing itself in the United States, Yamamotoyama has seen several generations of managers come and go, each bringing their own management methods. Over the years, a multitude of disparate tools and processes were also introduced, resulting in an inconsistent management system.

To address the challenges facing its industry and improve operational efficiency, the company —founded in Japan in 1690 — needed to standardise and automate its processes and define key performance indicators to measure performance.

The approach

Yamamotoyama reached out to our dss+ Humex experts to strengthen the management skills of its managers, supervisors, and executives through coaching focused on leadership, communication, and team engagement.

The company also standardised its operational processes by defining an "Ideal Day" for managers, establishing clear KPIs, and implementing active supervision tours on the shop floor.

The implementation of dashboards, corrective actions, and regular follow-ups through UTrakk Daily Management System (DMS) ensured consistent and disciplined performance management.

Impact on the ground

20% increase in OEE	**Improved communication** between leaders and their teams	**Strengthened employee engagement**

The inflection point

"We use UTrakk's routine system. This creates communication and interaction between leaders and their teams. The cohesiveness within the department improved significantly."

Liliana Soto
Director of Manufacturing
Yamamotoyama

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