



eCELLAR

Personalization made simple:

How one customer record across all channels
brings hospitality to life.



eCELLAR

pairing wine with data



You need your data to create
superior hospitality management,
personalized eCommerce, multi-location
inventory, segmentation and search.



There's one thing I want you
to think about today, during this presentation.



How can I use data to
approach each customer
as an individual?



Jason and Amelia go to Wine Country and
don't find it to be as they dreamed or remembered.



They want to
revisit an old
favorite winery
where they
went on their
first date and
take a hike...



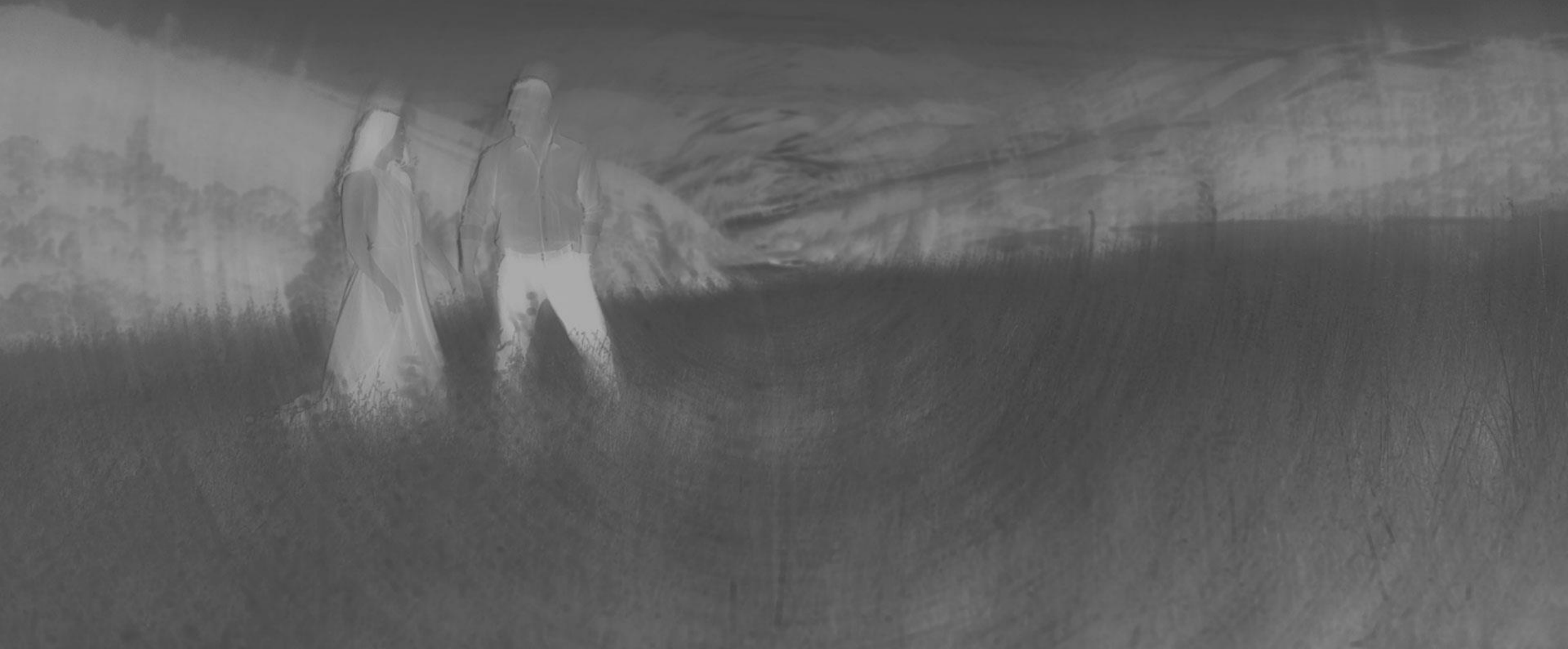
...they want to
splurge on
some serious
Cab for their
wedding...



...and they want
to pick up their
club shipment...



...and none of these things happen
just the way they imagined.





Their **reservation wasn't
in the system** but
after some scrambling they
were accommodated...





...The 2009 Cab they wanted was **sold out** after they were promised it by the tasting room associate...





...Their **club shipment**
was in another building where
they had to wait in line
all over again...



How it could be a different story
for Jason and Amelia?



RESERVATIONS



Jason & Amelia make their hike and tasting reservations on the winery website.

They receive automated follow-up reminders 15 & 3 days before the visit, so the visit is confirmed and top of mind.



WINE CLUB



Their preferences and purchase history are available to the hospitality manager and tasting room associates.

They are warmly greeted by a prepared staff who understands what they are interested in.



INVENTORY



Winery staff can immediately find Jason & Amelia's 1st choice library Cab at a different location and find the best way to make that wine available to them.



EMAIL CAMPAIGNS



At their final winery stop of the day, Jason and Amelia decide to join another wine club.

The automated next-day Thank you email nets the winery a 7% chance of increasing their next web order.



But wait, there is
more to the story...



Jason and Amelia have friends. They refer Bill & Jo to their favorite winery's website via social media.



E-COMMERCE



Bill & Jo visit a special landing page crafted & optimized for referral.

They navigate the customized winery website, and place a small initial order of wine recommended by their friends.



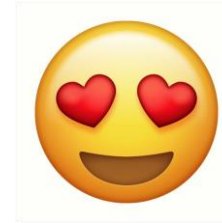
E-MAIL AUTOMATION



In placing their order, they also automatically join the mailing list for the automated current release offering and wine club invitation email that automatically goes out to all non-club members.

They are able to make their shipment of the Sauvignon Blanc they love.





Bill & Jo love the wine so much, they decide to go to wine country on their next vacation, and go online to make a reservation for a tasting experience.



Meanwhile in
Houston...



Kaitlyn and Michael are
about to receive their
club shipment...





Kaitlyn and Michael were given a chance to review/edit/add to their upcoming club shipment online.





They got the Syrah they love to pair with their smoked BBQ ribs in their club order online.

A week after placement, they call the winery to add even more to their order.

The wine club manager does a batch run a week later. Default orders are generated for those who have not yet placed an order online like Kaitlyn and Michael...





Automatic thank you email sent to them for their order.

They think about ordering some Sauv Blanc to go with the Gulf oysters they are getting for a party next month...



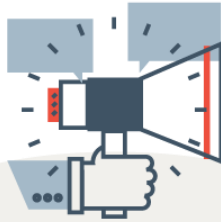
Bringing it all
together...



SILOS



Tasting Room / Hospitality



Marketing /
Communications
Events



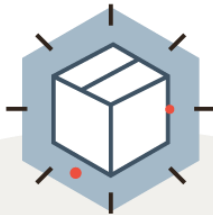
Web / Online
Telesales



Consulting



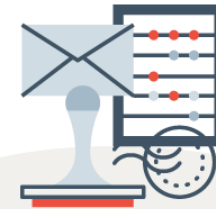
Wine Club



Wholesale



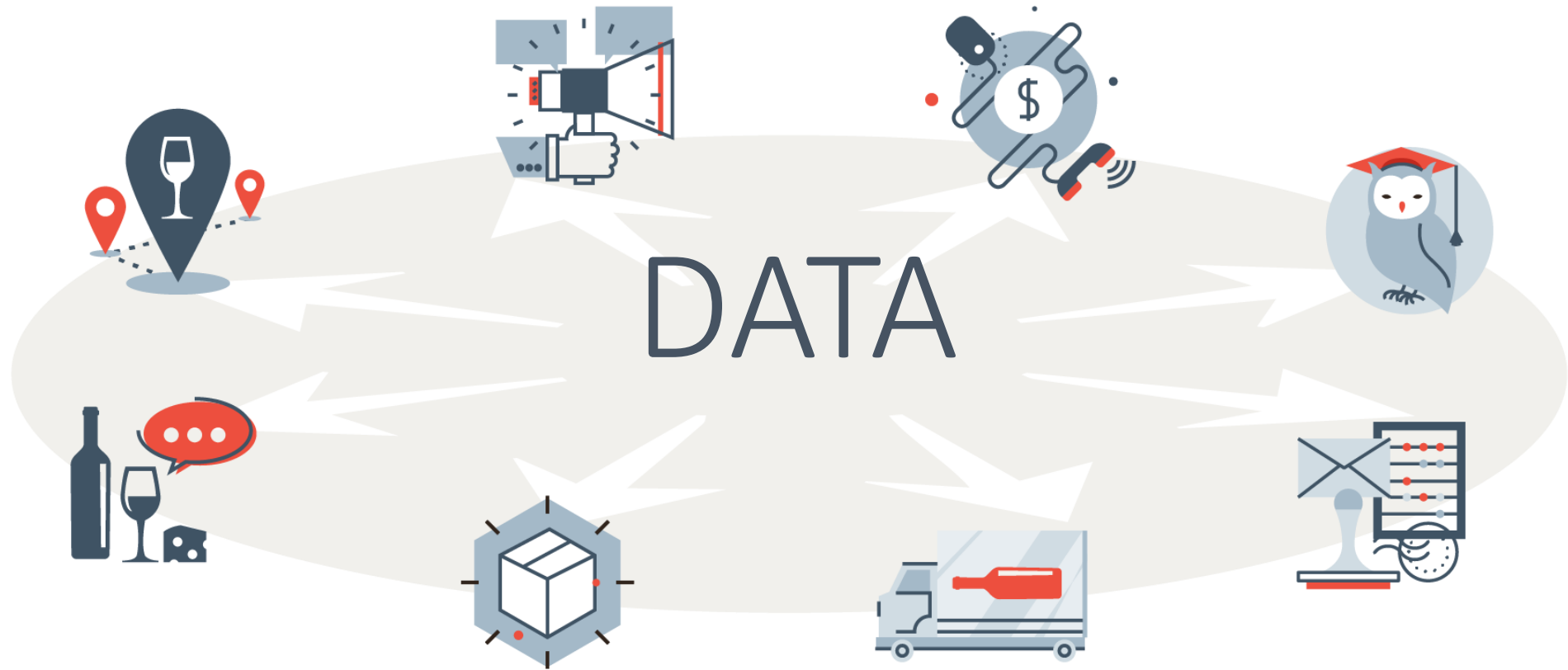
Shipping



Accounting



INTEGRATED



CUSTOMER CENTRIC CRM





What was the common thread in these stories?

- ▷ Personalization
- ▷ Segmentation
- ▷ Referral
- ▷ Club
- ▷ Ongoing relationship





Your data complements and completes your hospitality infrastructure.

Segmentation can drive your entire business to the next level.



Key Takeaways

Best Practice: a unified customer journey in person or online


- ▷ Reservations, ecommerce, club, POS, order history
- ▷ Information all in one place
- ▷ Seamless performance POS that can run on Mac, PC, Surface + iPad

Make the website customer experience seamless to look and feel like the winery brand throughout the website.

Use predictive analysis and customer behavior.

Staff training on software is critical to great outcomes every day.





Does eCellar unify customer journey across consumer experiences? **Yes!**

Does it handle everything from reservations to ecommerce, clubs to POS to order history on all devices, all in one place? **You bet!**

But, if you're ready to distill it down, eCellar helps you treat each customer like an individual and helps savvy vintners pair wine with data.



New Features Launching at DTC Wine Symposium

- ▷ Designer Widgets
- ▷ EMV Card
- ▷ Our new Education Center is open for staff training in Calistoga
- ▷ We have new webinars
- ▷ **Come visit us at our booth during Trade Show breaks**





eCELLAR

pairing wine with data



eCELLAR

Questions?

Paul Thienes
paul@ecellar1.com



eCELLAR

pairing wine with data



THANK YOU!

Paul Thienes, eCellar
paul@ecellar1.com

