




Customer Journeys + the Innovation Mindset

Christine Komons + Bronwyn Ney

- 
- 1) Adopt an innovative, curious mindset that is focused on continuous improvement.
 - 2) Recognize your customer and their unique journey with your wine and your brand.



Collaboration



What do we mean by innovation?





“Innovation involves transforming creative concepts into tangible outcomes that improve efficiency, and effectiveness, or address unmet needs.”

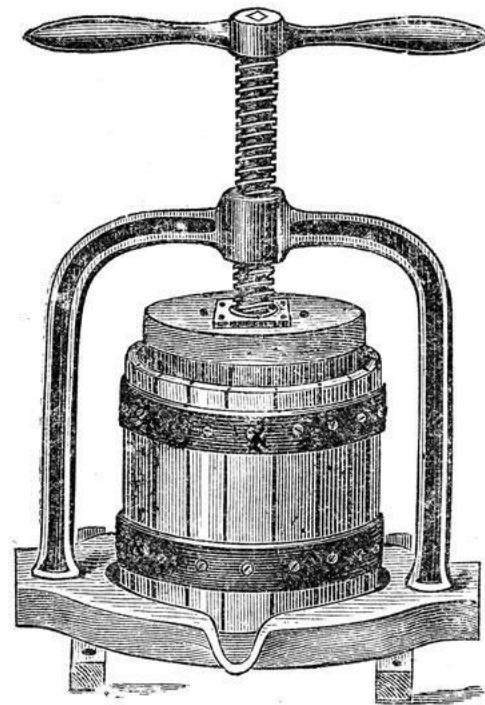
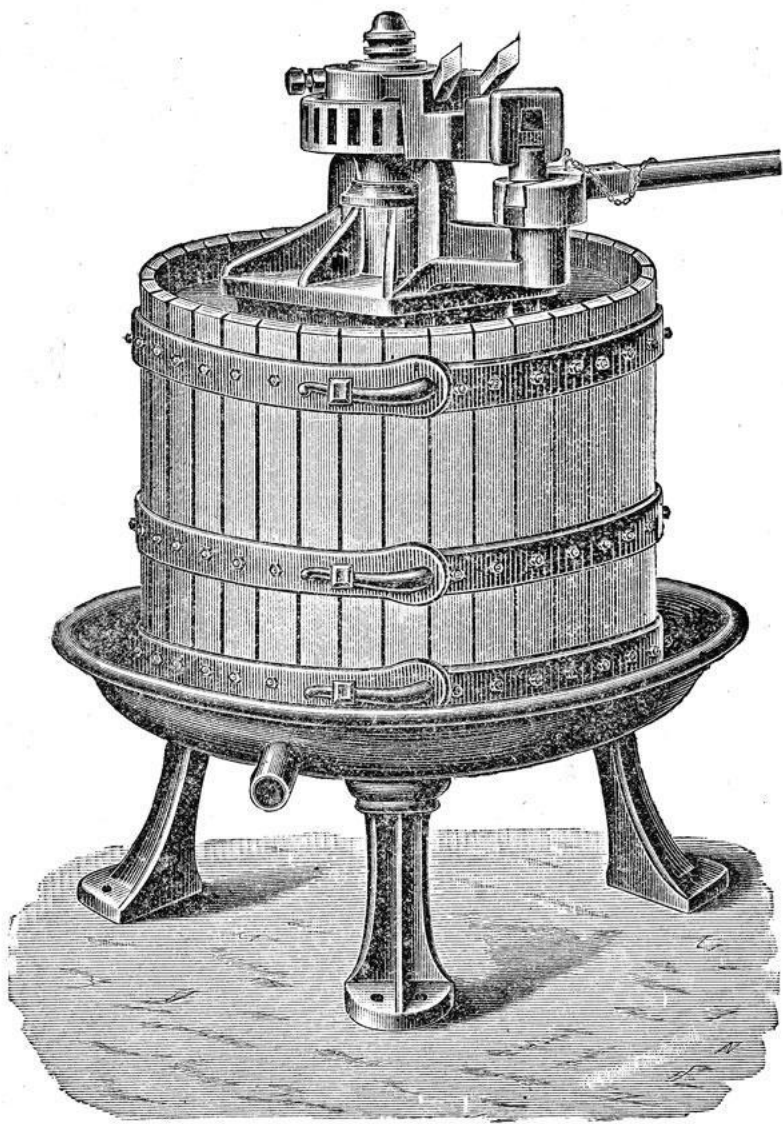
Products

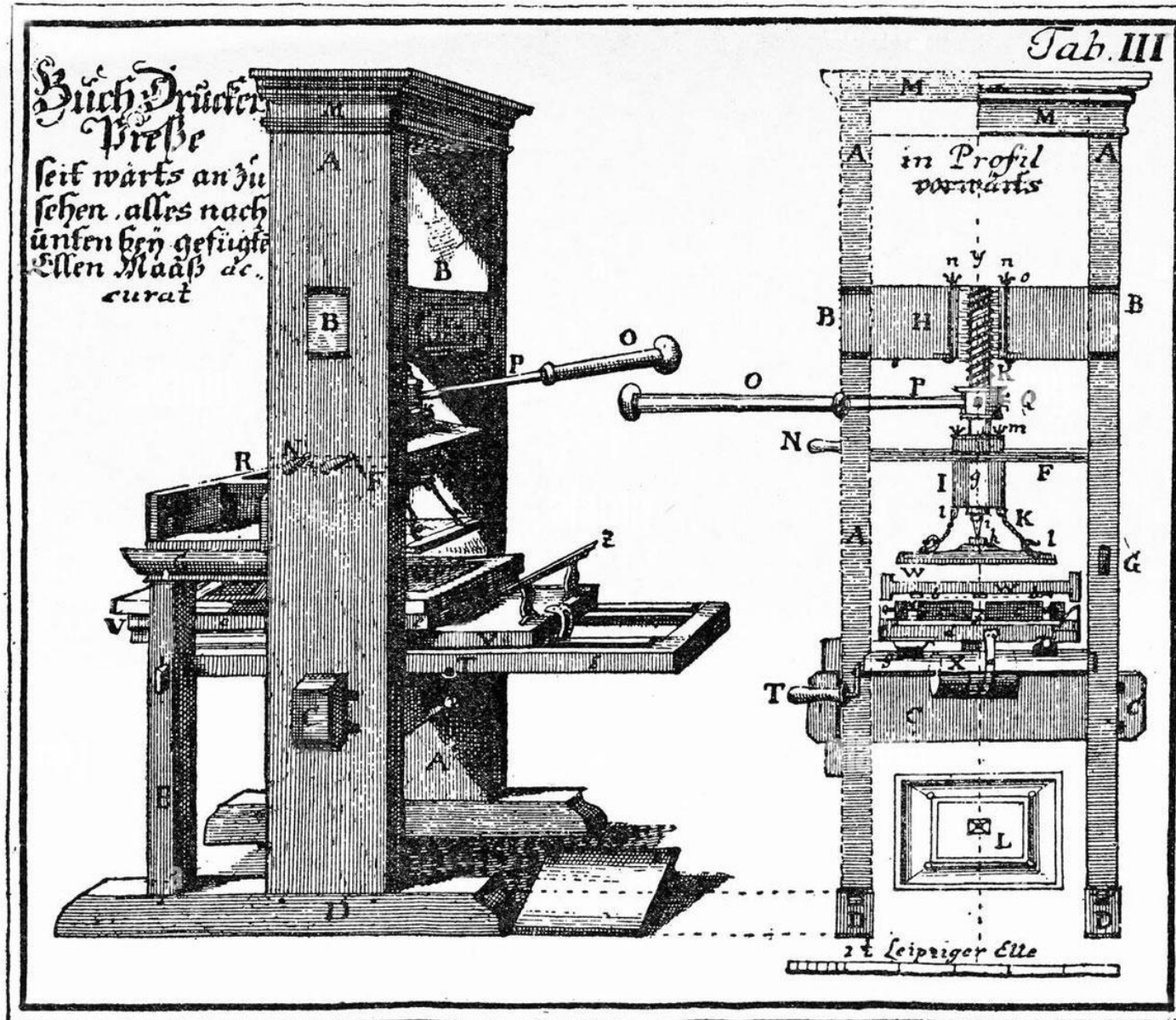
Services

Processes

The background is a solid red color with three large, semi-transparent purple circles of varying sizes. One circle is in the top left, another is in the center, and a third is in the bottom left corner.

**Did you know that the wine industry
was the inspiration for arguably the
greatest innovation of all time?**





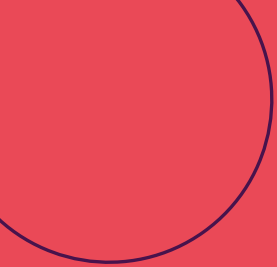
Micro-Innovations: One Puzzle Piece at a Time



Build “puzzling time” into your daily routine and you’ll be amazed at how the micro-innovations will stack up to real evolution.

Every customer has a journey, What does that mean?

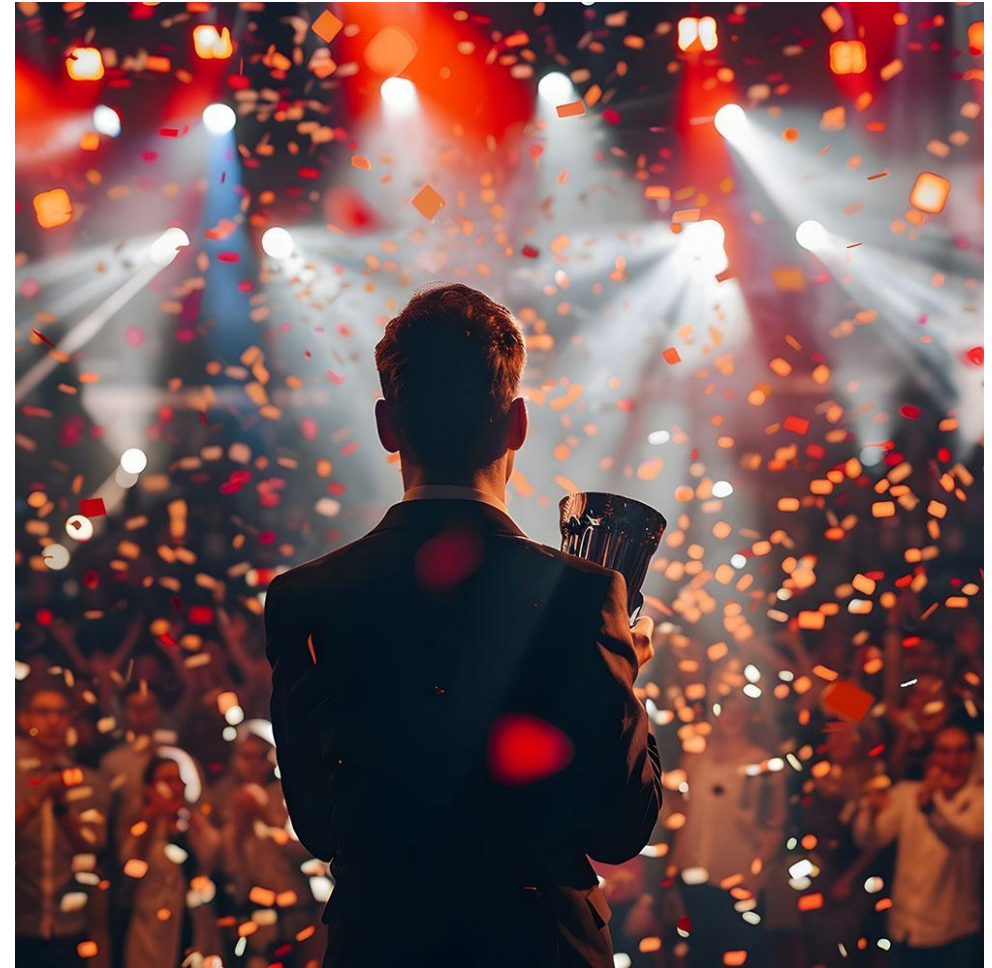




A customer journey is the sequence of touchpoints that equate to a customer's experience with your brand.

Identifying and optimizing your winery's customer journeys, allows you to address the unmet needs of your customer.

Product Driven vs Customer Centric Marketing





Potential Customer



Your Wine



**Awesome Person
with Superpowers**

How does buying your wine make your customer's life better?



sweet SPOT





What does your customer need?

“Wine has one requirement: To be a reliable pleasure.”

Sean Thackrey

PRACTICAL

- A wine to drink for a particular occasion or with a particular meal
- A wine to age and open at a later date
- A wine to add to a collection/investment
- A gift for someone who enjoys wine

EMOTIONAL

- Feel confident they will enjoy it
- Feel pleasure, relaxation, and indulgence as they drink it.
- Feel a sense of belonging for being a winery “insider”
- Feel accomplished for having the means to purchase a luxury item
- Feel savvy knowing they will wow their friends with it
- Feel smart for knowing about the geeky details
- Feel excited that it will make the moment more special
- Feel pampered for receiving a VIP treatment for their loyalty





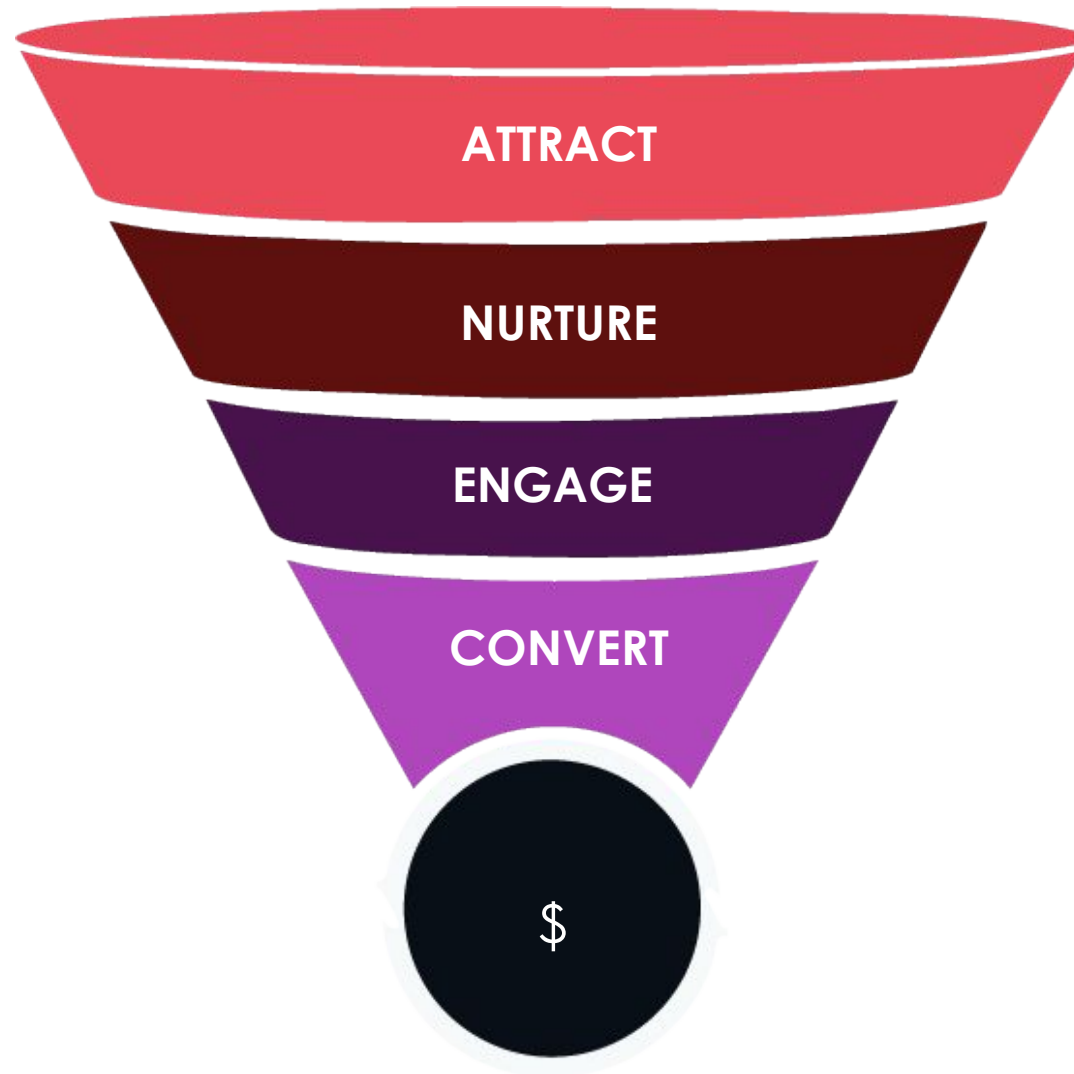
All the feels...



According to a 2022 InMoment survey, **69% of consumers say that emotions account for over half their customer experiences.**

The Traditional Funnel

Conversion as the Goal

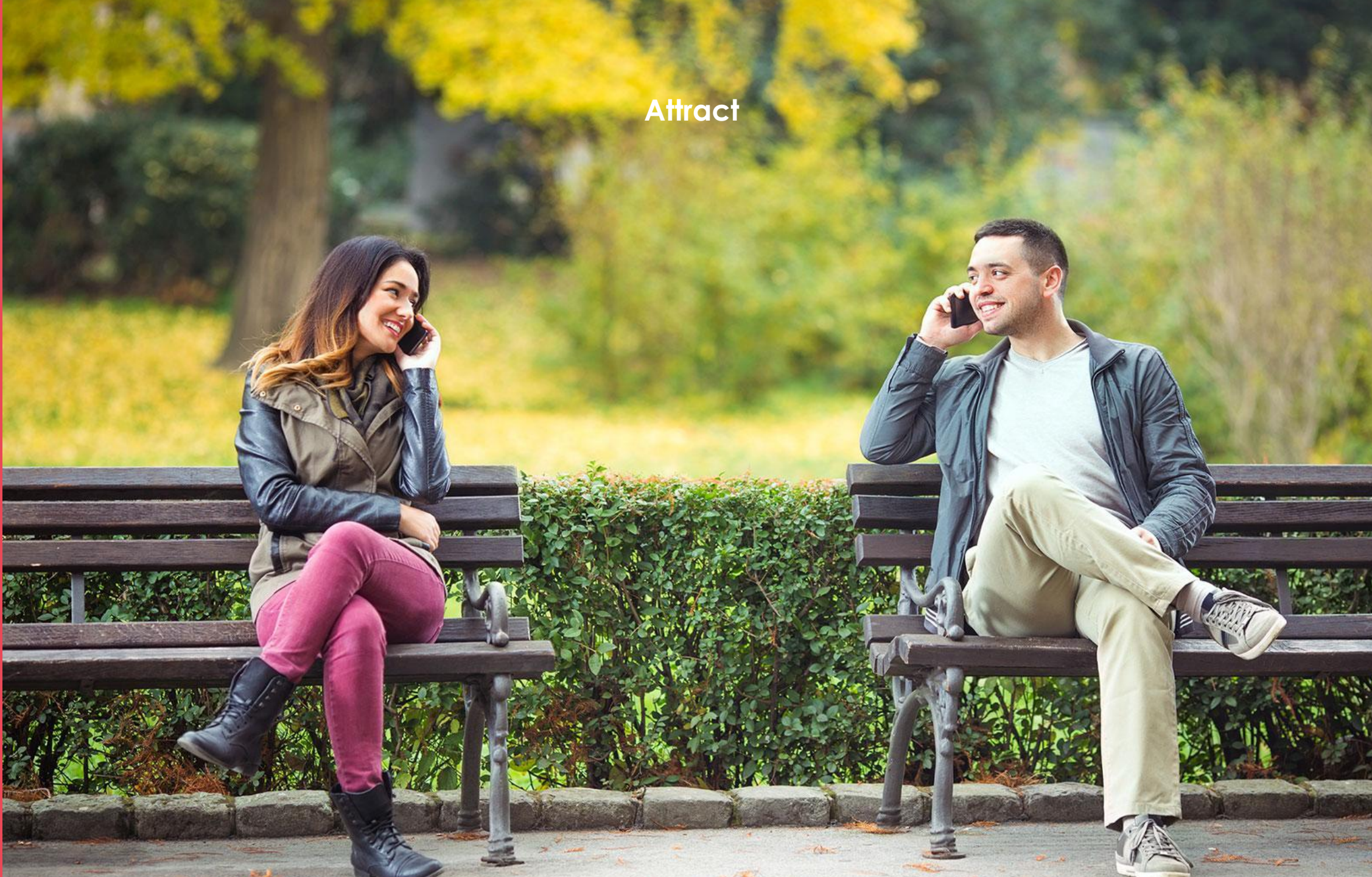


Prospect

Exhibit A Winery



Attract



Engage



Nurture

Convert to Sale



No regard for post-conversion
customer needs...



leads to disengagement.





Never Gonna Give You Up, Never Gonna Let You Down...



“Repeat customers spend as much as 67% more than new customers.”

(Bain & Company)

“There is a 27% chance that a first-time customer will make a second purchase.

A repeat customer is 54% more likely to return for more shopping. Repeat customers are also likely to spend more money on their purchases.” (Saleslion)

A man and a woman are embracing in an autumn setting. The man, with short dark hair and a light beard, is wearing a grey jacket over a light grey sweater. He is smiling and looking towards the camera. The woman, with long dark hair, is wearing a black leather jacket and a leopard print scarf. She is smiling and looking down. The background is a blurred autumn scene with orange and yellow leaves.

Be present,
with value.

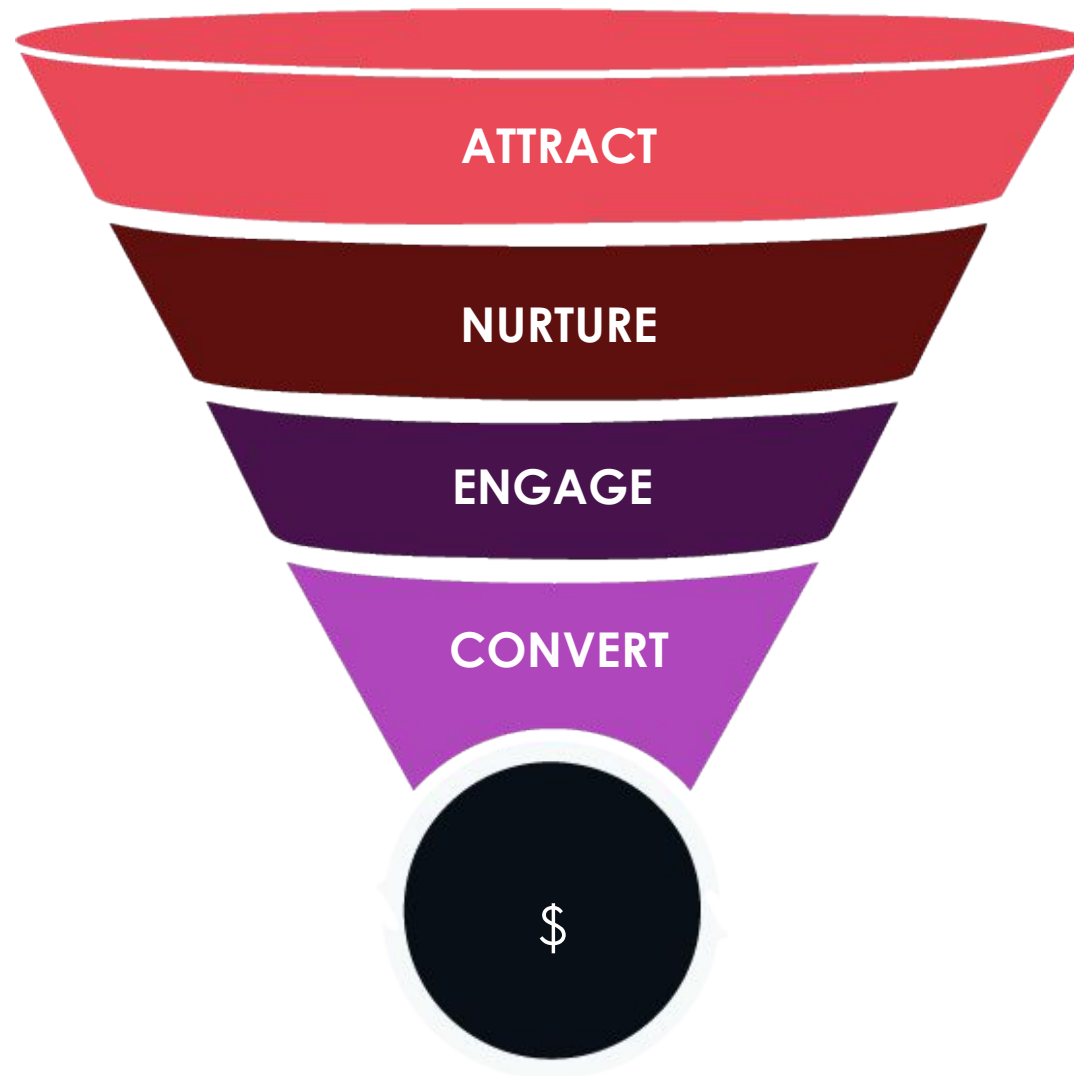
Show up, often.

Focus on them,
always.

- Matthew Turner,
Ambitious Brands

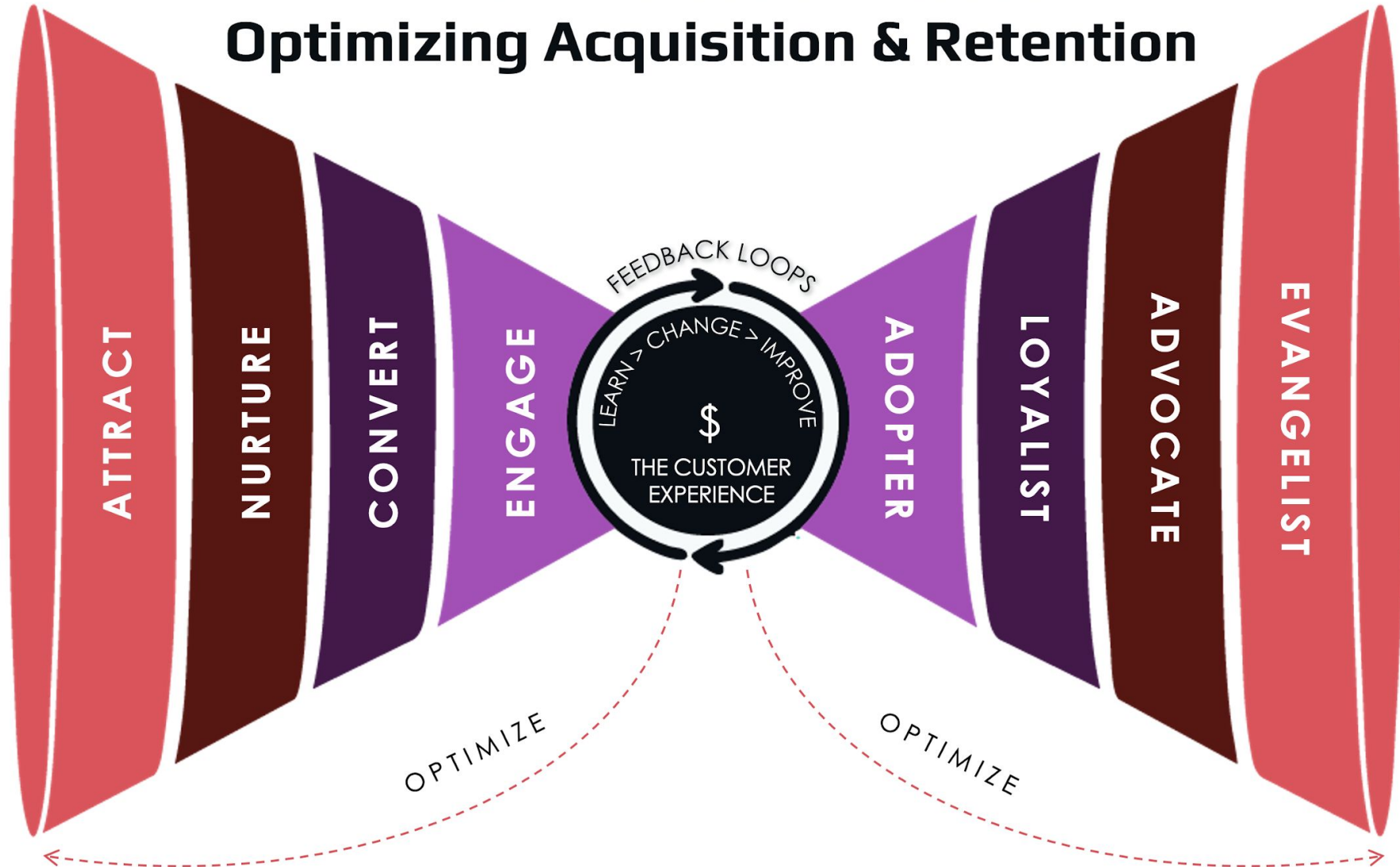
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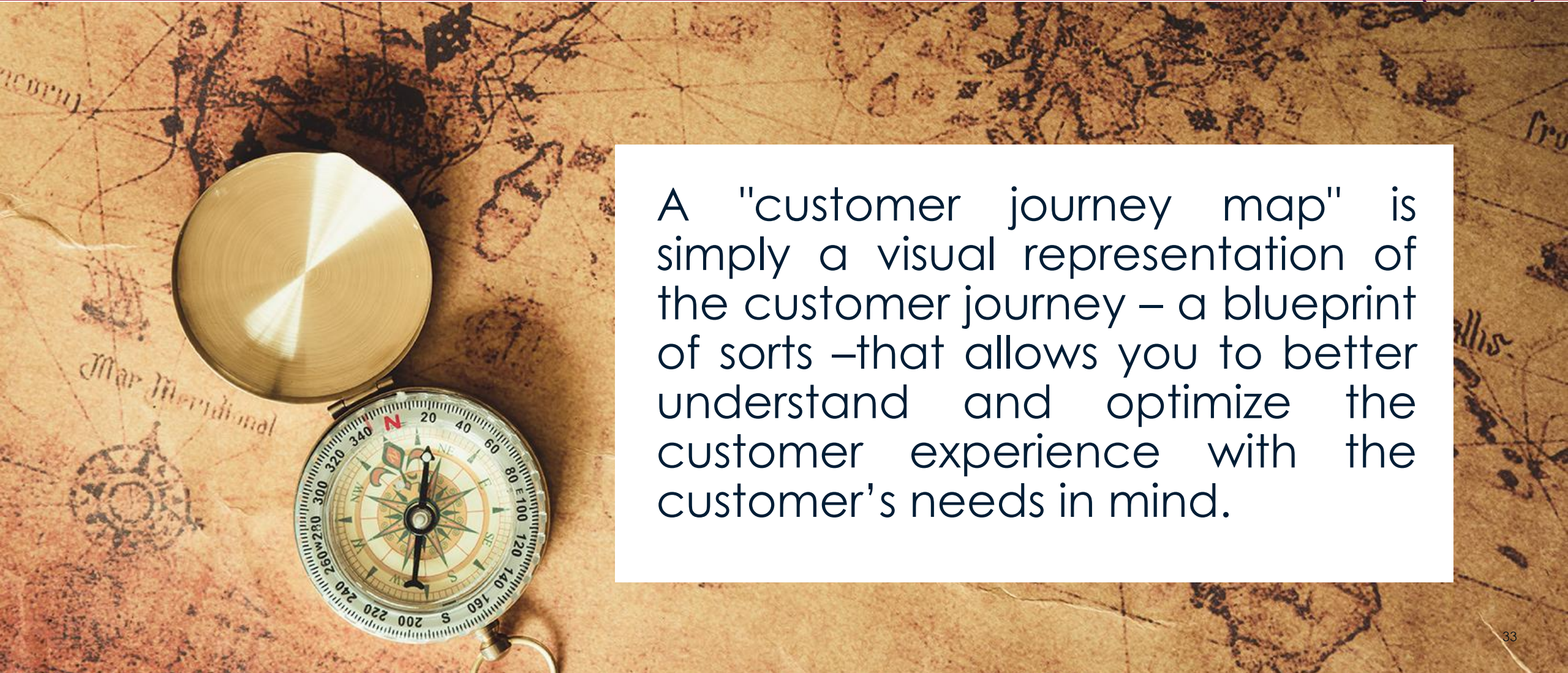


The Bowtie Funnel

Optimizing Acquisition & Retention



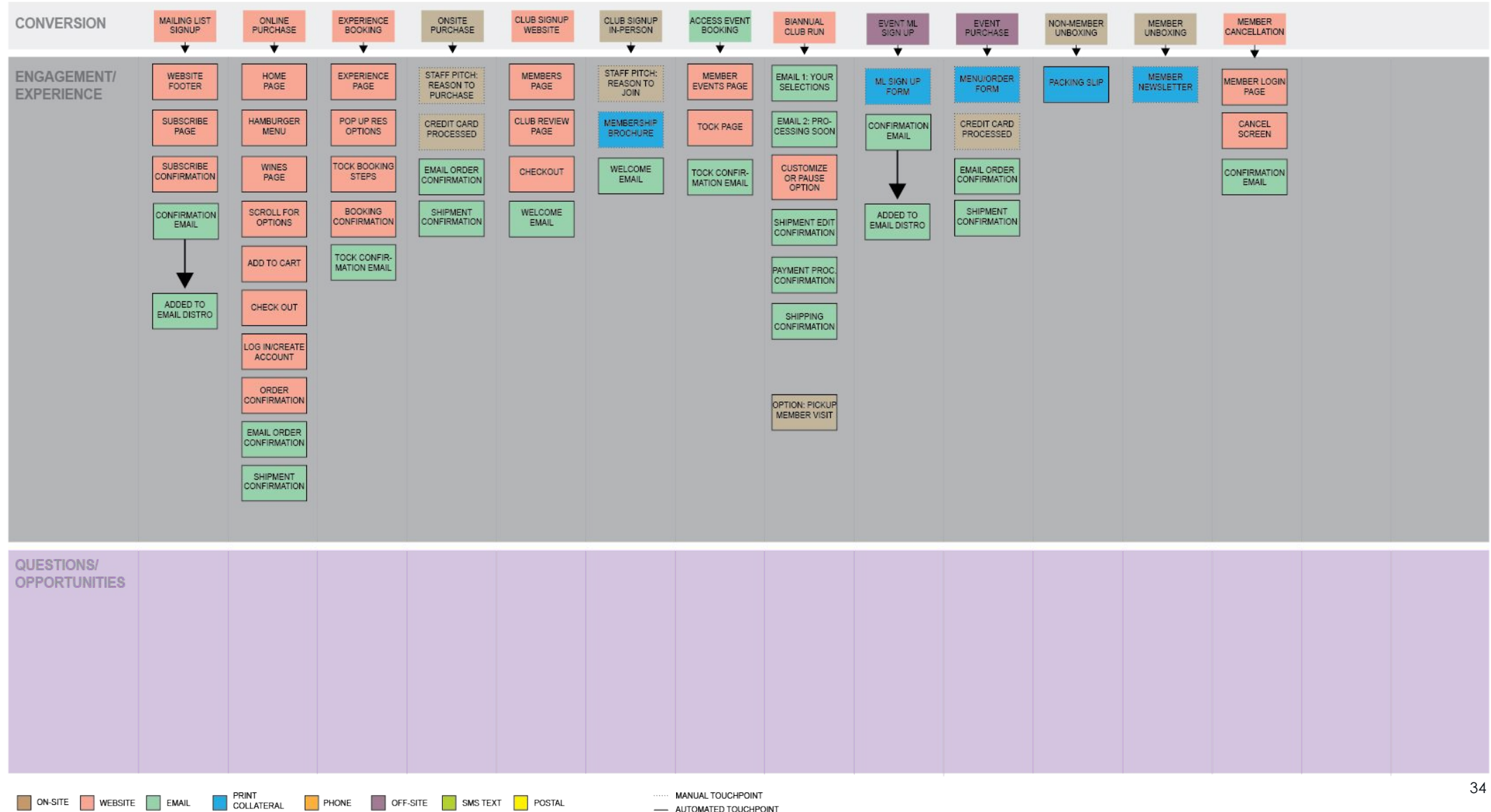
The Customer Journey Map

A vintage map with a compass. The map is aged and yellowed, with various lines and text. A compass is placed on the map, showing the cardinal directions and degrees. The compass is silver and has a yellow face with black markings. The map has some text, including "Mar International" and "Bro".

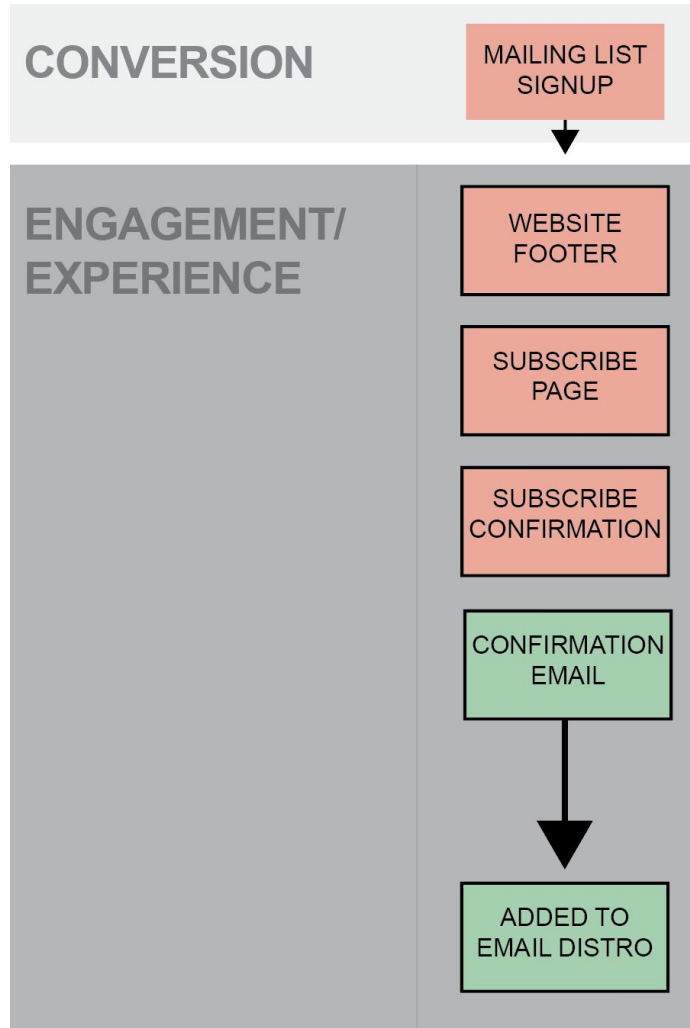
A "customer journey map" is simply a visual representation of the customer journey – a blueprint of sorts –that allows you to better understand and optimize the customer experience with the customer's needs in mind.

Audit every touchpoint to discover opportunities to eliminate pain points and anticipate needs.

EXHIBIT A WINERY CUSTOMER JOURNEYS AUDIT



Considering the customer needs of the mailing list signup...



I need to be able to signup for the email list without searching for the link.

I need reassurance that giving them my contact information will reward me with information and offerings that will be of value to me.

I need to know that my subscription was successful.

I need to feel satisfied with my first email interaction with this winery.

I need to feel recognized as a new subscriber who is just getting to know the brand.



Considering the customer needs of the mailing list signup...



NEED: I need to be able to signup for the email list without searching for the link.



INNOVATION: Move the signup link to the top right corner of the site. Include invitations within the web pages that serve as an obvious reaction to their interest in the brand.

Considering the customer needs of the mailing list signup...



NEED: I need reassurance that sharing my contact information will reward me with information and offerings that will be of value to me.



INNOVATION: Set expectations on the signup page of the type of content they can expect and how often they can expect it.

Considering the customer needs of the mailing list signup...



NEED: I need to feel satisfied with my first interaction with the winery.



INNOVATION: Reward them with insights and an invitation to engage, starting with the very first email.

Considering the customer needs of the mailing list signup...



NEED: I need to feel recognized as a new subscriber who is just getting to know the brand.



INNOVATION: Send them a series of onboarding emails that gives them a “choose your own adventure” option.

Do they click on cellaring advice or vineyard information? Do they watch a video or click the ‘read more’ on an article? You get to know them as they get to know you!



ONBOARDING JOURNEY INNOVATIONS

Color code: Orange = Set Up and Deploying Green = Email Draft ready for BA review Yellow = Email to be drafted once journey is approved

For XXXXX email copy referenced and currently activated in XXXXXX, click [here](#).

Campaign	Trigger	Communication Channel	Purpose/Goals	Content Ideas	CTA	Notes	Creative	Implementation Requirements
Joined Mailing List								
Welcome New Mailing List Members	Immediately							
	X hour after joining ML							
	X days after joining ML (no purchase)							
	X days after joining ML (purchased; not a club member)							
	X days post Welcome Offer, no conversion							
First Time Purchase - Current ML Member								
Website Order By First Time Customer	Immediately							
	Upon shipment							
	Within X days post purchase							
	X weeks post purchase							
	X weeks post purchase - Is a Club Member							
	X weeks post purchase - Is NOT a Club Member							
First Time Purchase - Non-ML Member, Opts-In at Checkout								
Website Order By First Time Customer, New ML Member	Immediately							
	Upon shipment							
	Within X days post purchase							
	X weeks post purchase							
First Time Purchase - Non-ML Member, No Opt-In at Checkout								
Website Order by First Time Customer, Non-ML Member	Immediately							
	Upon shipment							
	X day post purchase							
	Within X days post purchase							
	X weeks post purchase							
Joins Club								
Welcome New Club Members	Immediately							
	X days after signing up							
	X days after signing up							
	X Weeks before Club Shipment							
	X Days Before Club Shipment							
	Upon Shipment of Club Wines							
	X Weeks after receiving shipment							



ONBOARDING JOURNEY INNOVATIONS

Color code:

Orange = Set Up and Deploying

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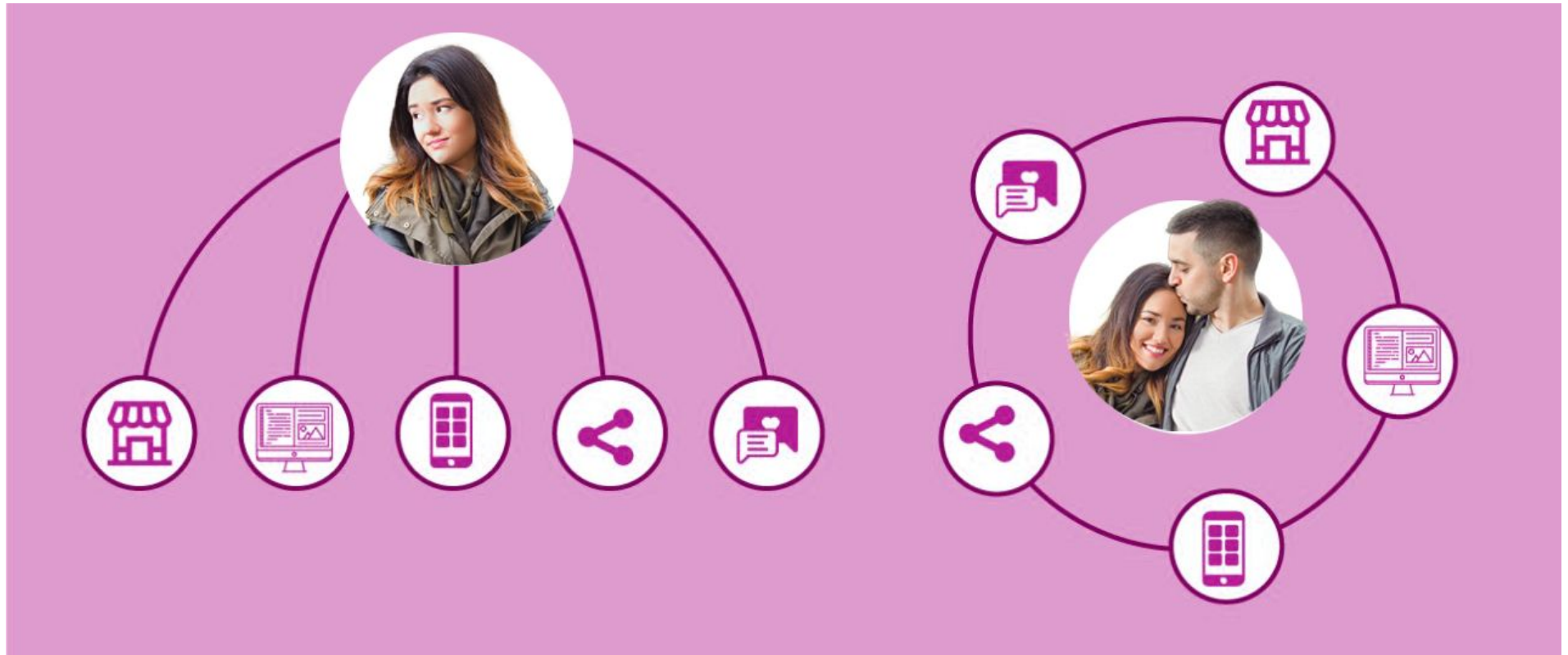
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First Time Purchase - Current ML Member					
Website Order By First Time Customer	Immediately				
	Upon shipment				
	Within X days post purchase				
	X weeks post purchase				
	X weeks post purchase - Is a Club Member				
	X weeks post purchase - Is NOT a Club Member				



Integrating the Messaging Multi Channel vs Omni Channel





Where to Start?

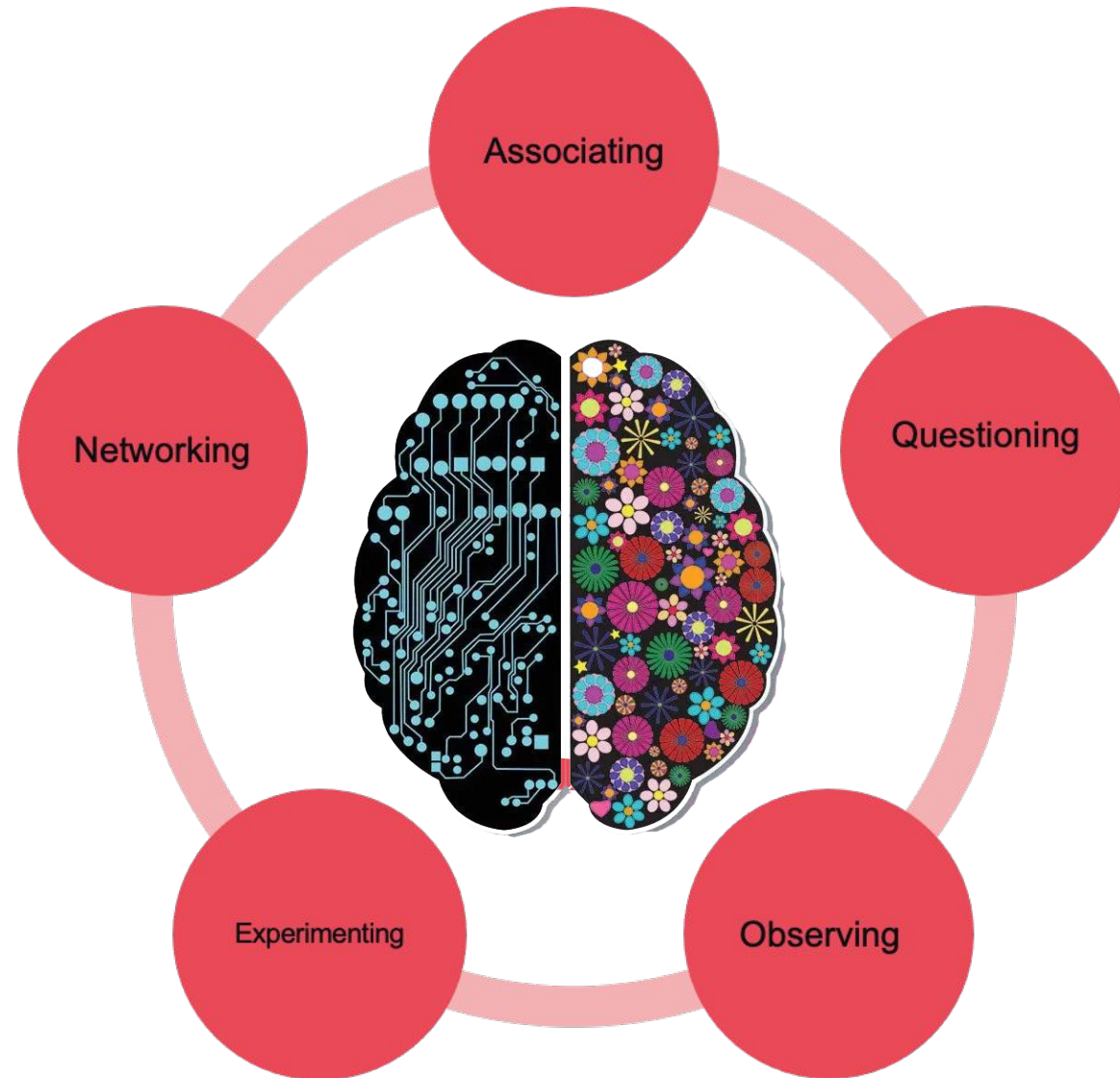


Where can you eliminate pain points and anticipate customer needs?

1. What are the unmet needs of your first-time winery visitor?
2. What are the unmet needs of your customer who has just received their first shipment?
3. What do your consumer need, practically and emotionally, to decide whether to make a second online purchase?



Five Traits of Innovators



From The Innovator's DNA by Harvard Business Review

Adopting an Innovation Mindset

1. Celebrate micro-innovations.
2. Build “puzzling time” into your routine.
3. Understand your customer’s needs.
4. Take charge of your customers’ journeys.
5. Prioritize connection over perfection.
6. Test and measure.
7. Continually optimize.



There's Never Been a Better Time for an Innovative Mindset

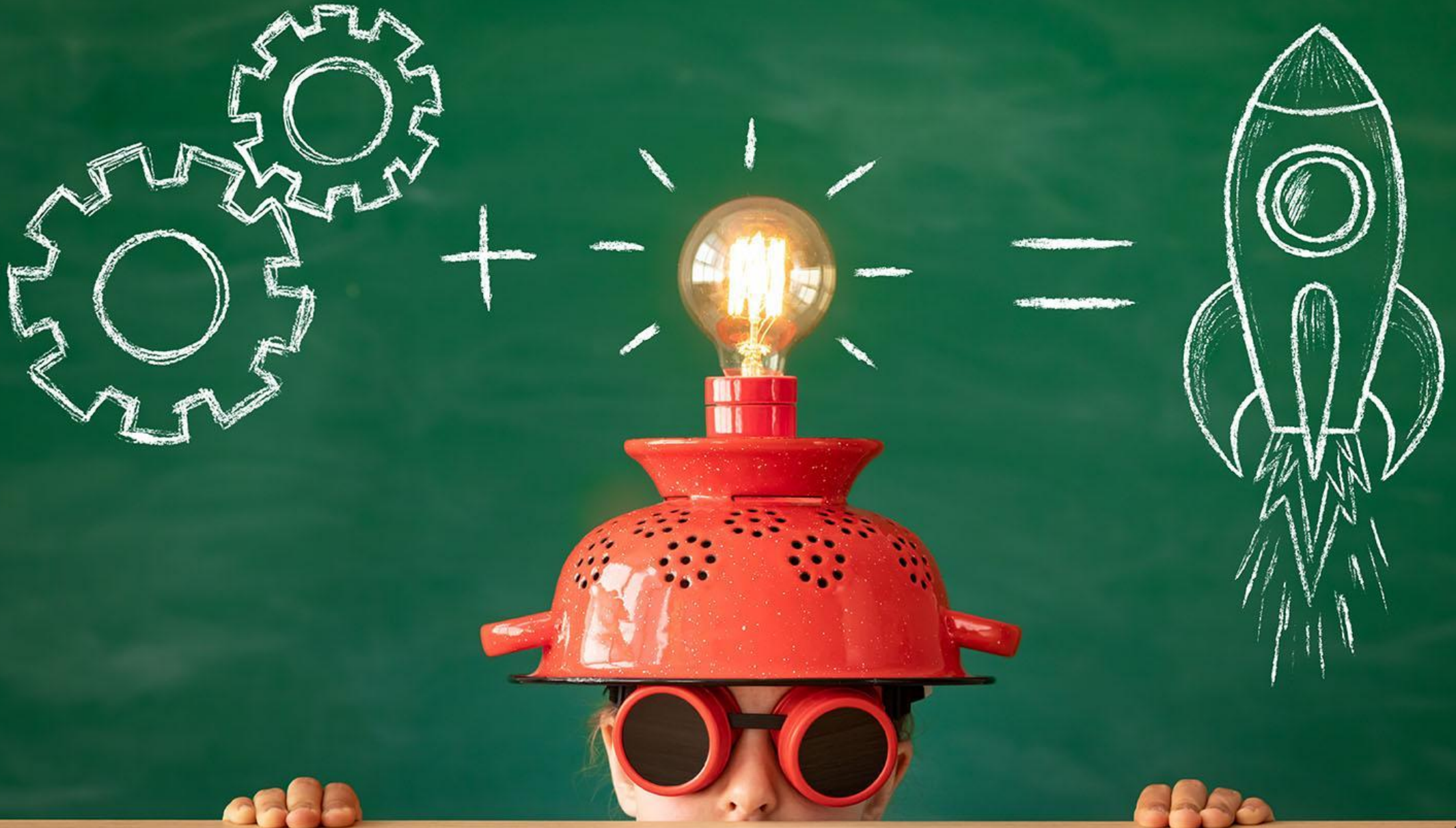


The Importance of Collaboration in Innovation...

Sharing Ideas & Resources



What is one micro-innovation you can start tomorrow?



THE INNOVATOR'S DNA

Updated,
with a New
Preface

MASTERING
THE FIVE SKILLS OF
DISRUPTIVE INNOVATORS



JEFF DYER
HAL GREGERSEN
CLAYTON M. CHRISTENSEN

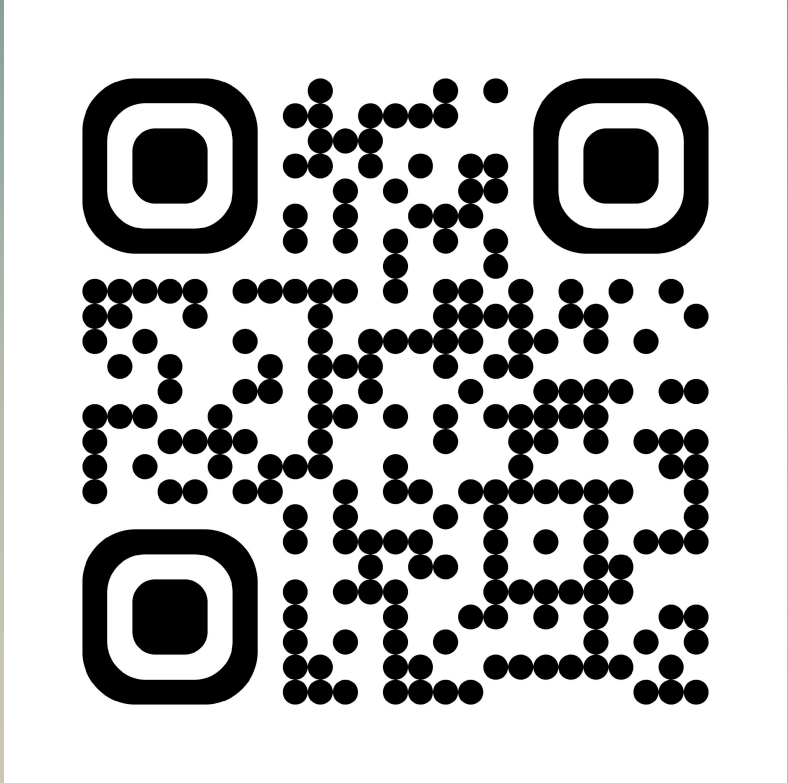
Bestselling author of THE INNOVATOR'S DILEMMA

HARVARD BUSINESS REVIEW PRESS

Join Us for Book Club

Join the conversation as we read
“The Innovator’s DNA”

We believe COLLABORATION and the exchange of
ideas is the starting point for innovation.



Innovate with us!

