

Winery Consumer Experience Report

Summer 2019 · 150 Wineries

A few of our customers



TASTING
MERCHANTS
SMALL-BATCH WINES



Raw Viro



KINSMAN
WINE — NAPA VALLEY, CA



William + Chris
VINEYARDS



SINEGAL
ESTATE

These aren't your typical wineries.

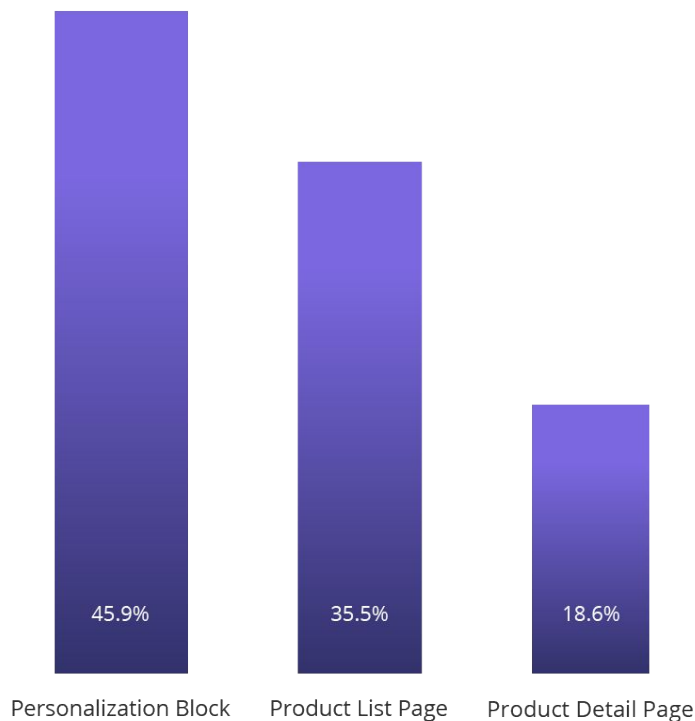
These are the first movers.

The wineries who take a chance and bet on a new customer focused software system.

The 150 represent over \$30m in wine sales in the past 3 months.

Ecommerce Insights

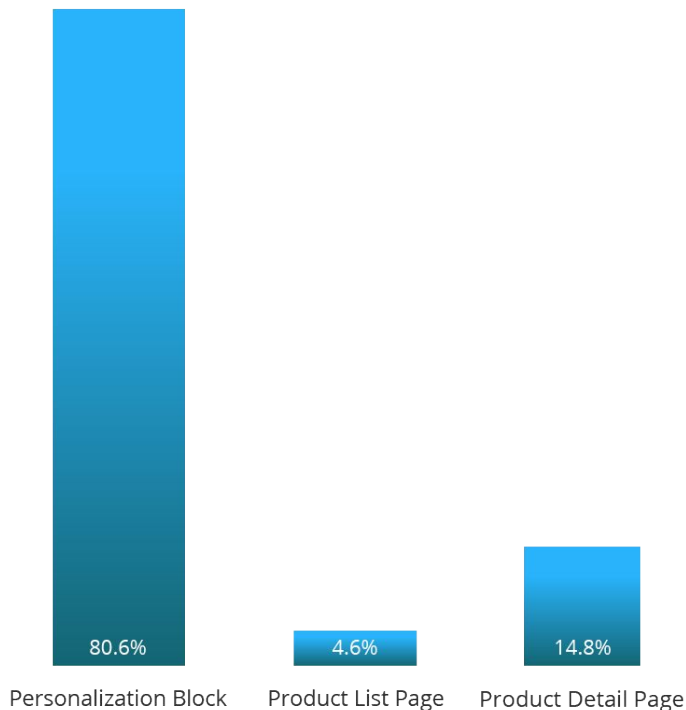
Personalized content rules



If you're not using personalization online, you need to start:

46% of all add to cart clicks come from a personalization block, despite appearing less than a tenth as often.

Personalized content rules



Taking page renders into consideration (product list page renders 13.6 times more often than a personalization block on our platform), personalization blocks convert 16.5x more than product list pages, and 4.4x more often than product detail pages.

Ecommerce Insights

The screenshot shows a website interface with a navigation bar at the top containing the user's name "Hello Andrew", a "Logout" link, and a shopping cart icon. Below the navigation bar, there are several personalized content blocks:

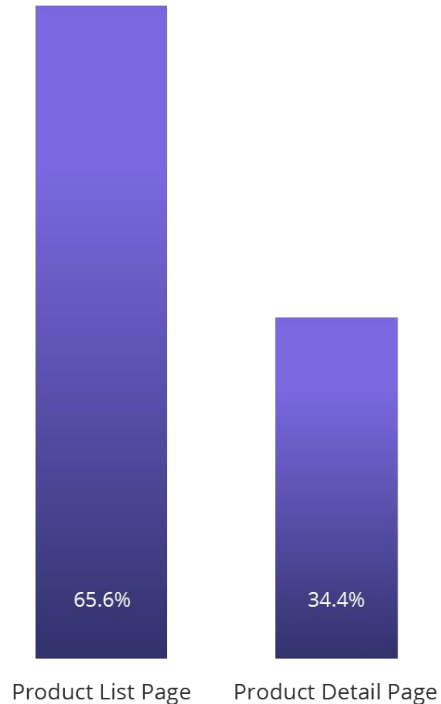
- A main header with the text: "Looking for wine, rubber chickens, and fun times?" followed by a sub-header: "You've found us! We specialize in wines that are a little different, made from Tempranillo, Grenache, Mourvedre, Viognier, and more! We're serious about making the stuff, but once the wine is in the bottle, the fun begins!"
- A "Member" block titled "Avast Andrew!" with the text: "Awesome Twisted Few Member! Coming soon! A new shipment of Twisted Goodness just for you! Check your membership settings, see what we have in store for you - and make your own choices!" and a "MANAGE CLUB" button.
- A "Twisted Fun!" block with a photo of a band and the text: "This year's calendar of events is shaping up to be an amazingly fun time - especially for Twisted Few members!" and a "SEE WHAT'S HAPPENING!" button.
- A "PURCHASE Twisted Favorites" section with two wine products:

Product	Year	Price	Original Price	Quantity	Action
The Spaniard	2014	\$36.75	\$49.00	1	ADD TO CART
#&@!	2016	\$14.90	\$29.00	1	ADD TO CART



What are personalization blocks? They're blocks that dynamically change content, products, and pricing based on who's visiting. When I visit Twisted Oak, their personalization block greets me by name, and shows content and products specifically relevant to me.

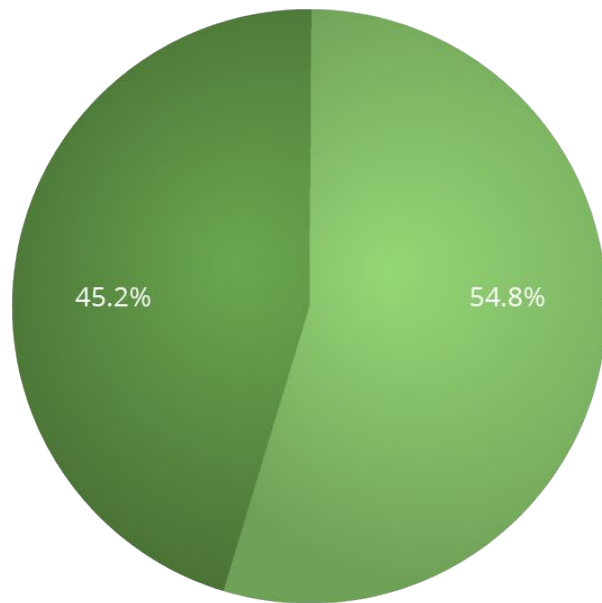
“Add to cart” is important on the list page



It's important to include add to cart buttons on your list pages:

65.5% of all add to cart clicks come from a list page compared to just 34.4% on product drill down pages. If all our clients included add to cart buttons on their list pages, this number would be even higher.

Mobile traffic is higher than desktop traffic



■ Desktop ■ Mobile

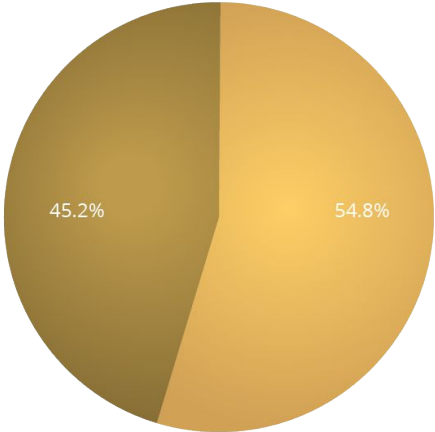


Continue to test your website on a phone.

While you almost always work on your website on a desktop, it's important to test the mobile experience.

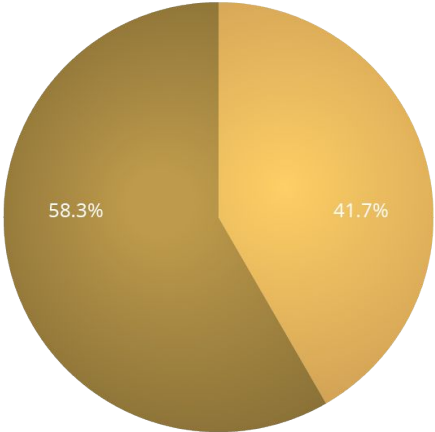
Mobile checkout lags behind desktop

Cart Started



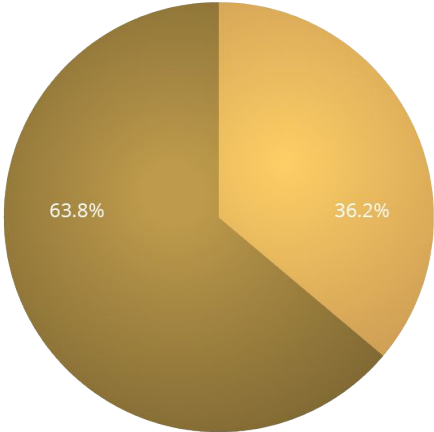
Desktop Mobile

Checkout Started



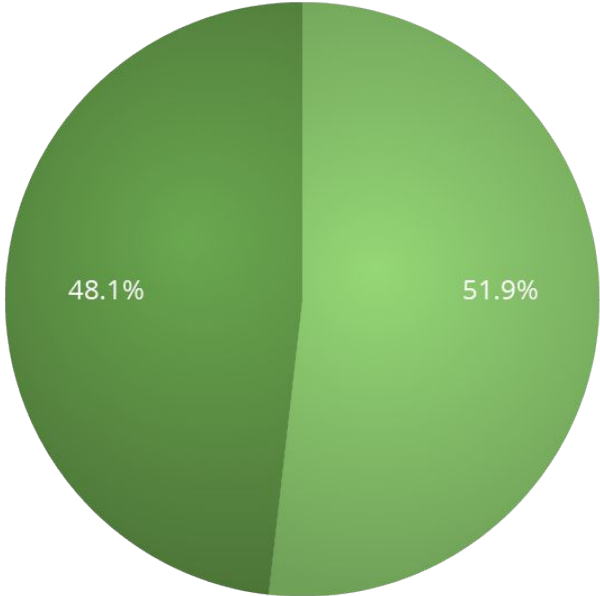
Desktop Mobile

Checkout Completed



Desktop Mobile

Over 50% of your club members and repeat buyers use 1 click checkout



■ Edit Info in Checkout ■ One Click Checkout




Getting users to create accounts, making it easy to login, and making it fast to checkout all improves the mobile experience.

Over time your mobile conversion will go up.

Strategies like Apple Pay, Google Pay, and cross device shopping continue to help the mobile experience.



One click checkout makes it simple and easy for an existing customer or club member to checkout.

 Show order summary ▼ \$97.00

Cart > Customer information > Shipping method > Payment information

Important Note: State laws require someone 21 years of age or older to sign for the package at delivery.

Contact information Edit

Andrew Kamphuis
andrewkamphuis@gmail.com


Shipping address Edit

Andrew Kamphuis
1200Airport Blvd
Napa CA 94558
United States
Phone: (707) 666-5265

Shipping method Edit

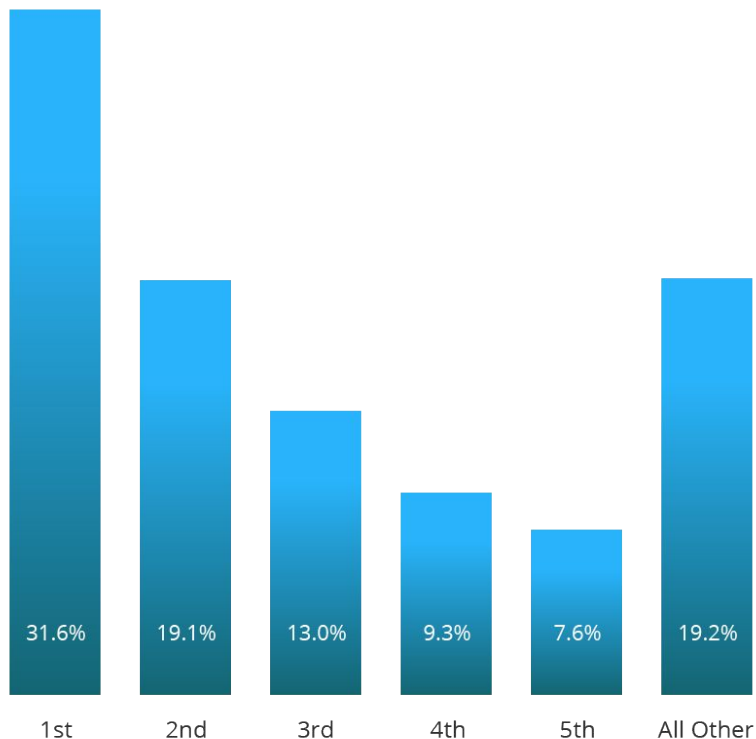
Ground **\$10.00**

Payment info Edit

 Card ending in 5454
Exp 3/2019

COMPLETE ORDER

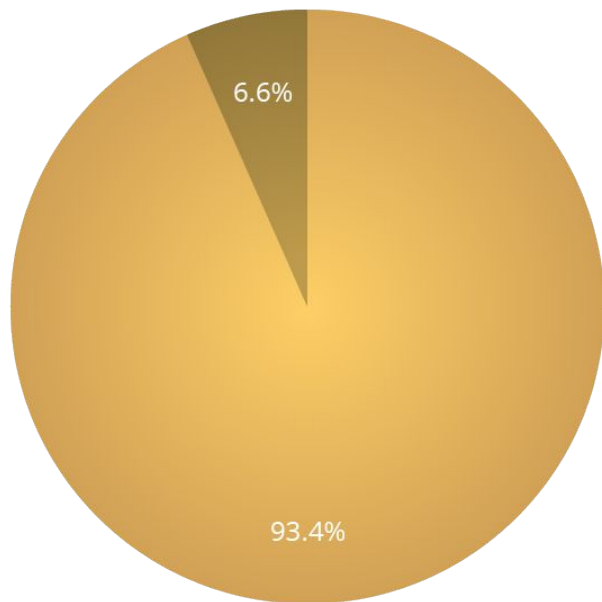
Product position affects “add to cart”



Pay careful attention to how you order products on your site:

On average, the 1st listed product outperforms the 3rd, 4th, and 5th combined. The 1st product is even bought 65% more often than the second.

7% of people come back to an old cart



More than a day Less than a day



Letting a cart persist forever is important. 7% of ecommerce consumers still complete a cart more than 24hrs after they started.

While a lot of customer experiences have been enhanced there are still a number of areas where we need to improve.

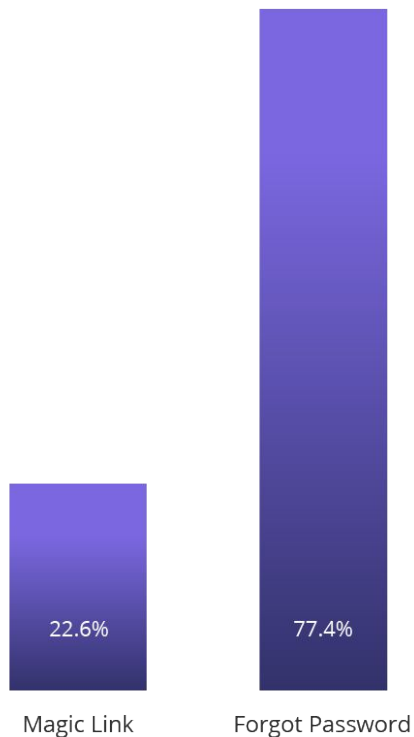
Almost nobody used our “add to cart” from an email



It's so small - we didn't want to graph it.

We need to train our winery customers on how to use this feature.

Customers prefer “forgot password” over “magic link”



Magic links are faster and more secure than a reset password, yet consumers are confused by them.

We need to explain their use better.

Social logins are barely used



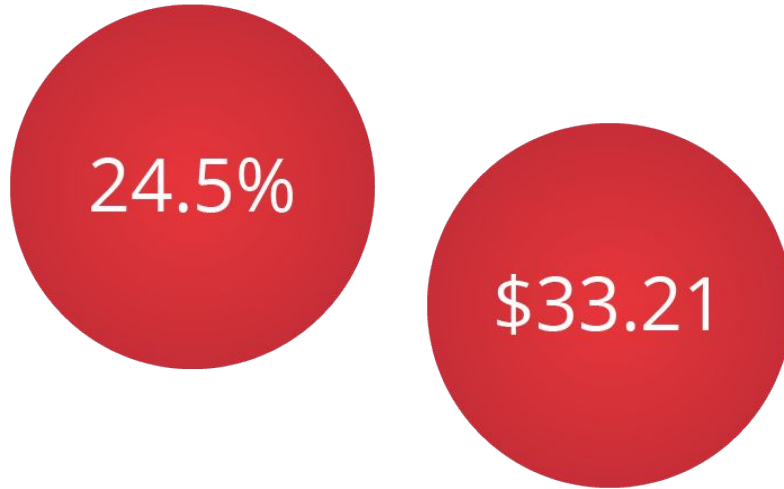
Are social logins not used because wineries are not configuring them, or because people no longer trust Facebook? Or both?

Email andrew@commerce7.com if you're a Commerce7 client and want to know your Facebook login stats.

Club Insights

Wineries tend not to run clubs over the summer,
but we still have some great insights.

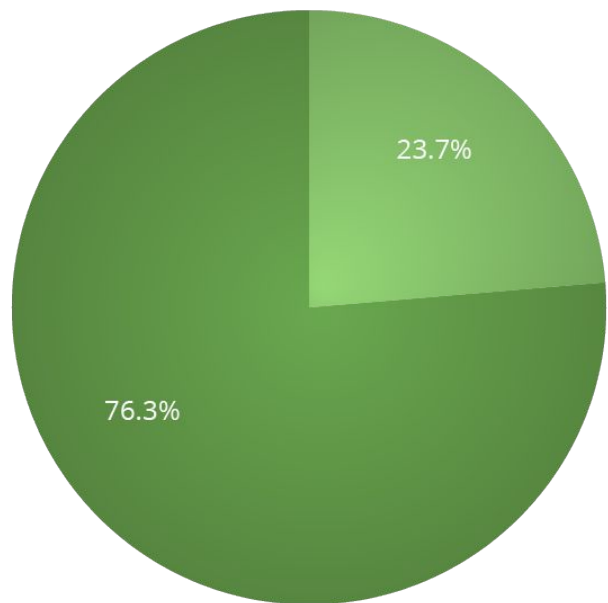
User choice clubs sell more



Customers who customized their shipment on their own added 24.5% more dollars to their club shipment.

This equated to an extra \$33.21 per package for the winery.

24% of customers edit their shipment

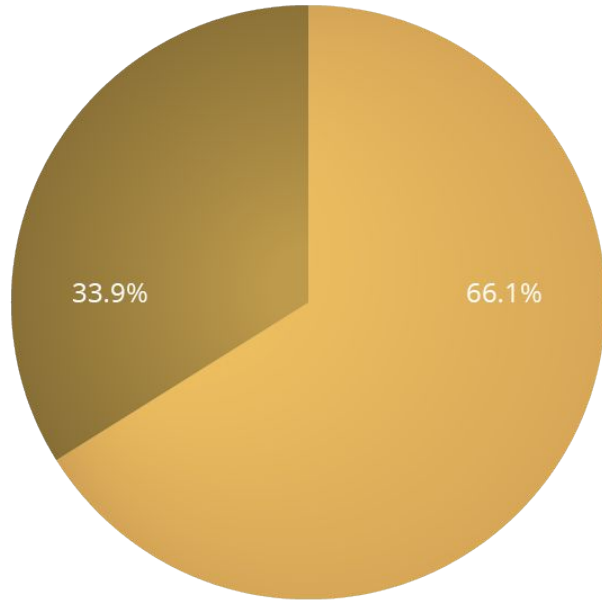


■ Didn't Edit Shipment ■ Edited Shipment



Members want to customize their shipment. 24% of packages in a user choice club are edited from their default configuration. (We actually thought it would be closer to 10%).

Club members tend to add rather than remove items.

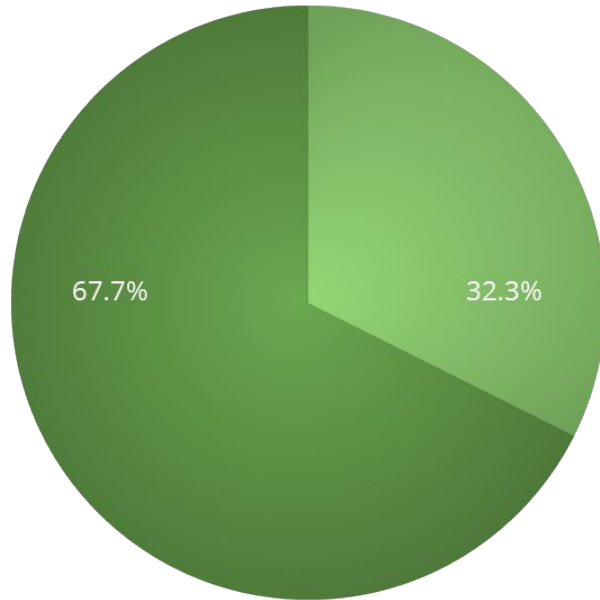


■ Delete Item ■ Add Item



While some members add and remove items, other members just add items.

More club packages are edited on a desktop than mobile



■ Desktop ■ Mobile



We will see change here this fall (we hope) as we continue to improve the club shipment editing process on mobile.



Twisted Few - Super Freaks Reds-Only

Personal details

Ship To

Andrew Kamphuis
1190 Airport Blvd
Napa CA 94558
United States
Phone: (604) 613-5343

Edit

Payment details

VISA Card ending in 3452
Exp 11/2020

Edit

Club Options

Select from the items below to customize your club shipment on the right.



2015 Tempranillo
750ml

\$24.00

Club Member Price
\$18.00

1

ADD



2015 Red Hill Tempranillo
750ml

Order from 1 to 12.

\$39.00

Club Member Price
\$29.25

1

ADD



2015 Graciano
750ml

Order from 1 to 12.

\$39.00

Club Member Price
\$29.25

1

ADD



2014 Ol' Chumbucket
750ml

Order from 1 to 12.

\$39.00

Club Member Price
\$29.25

1

ADD



2015 Murgatroyd
750ml

\$29.00

Club Member Price
\$21.75

1

ADD



2015 Syrah
750ml

\$24.00

Club Member Price
\$18.00

1

ADD



2018 Viognier
750ml

\$24.00

Club Member Price
\$18.00

1

ADD



2018 Verdejo
750ml

Order from 1 to 12.

\$24.00

Club Member Price
\$18.00

1

ADD



2015 Torcido Garnacha
750ml

\$39.00

Club Member Price
\$29.25

1

ADD

Your next club package is

Sep 23, 2019

Your order must be a minimum of 12 items. Currently there are 12 items in your club shipment.

2



2014 The Spaniard
750ml

Exchange

\$49.00

\$36.75

\$73.50

UPDATE

2



2015 Murgatroyd
750ml

Exchange

\$29.00

\$21.75

\$43.50

UPDATE

1



2015 Syrah
750ml

Exchange

\$24.00

\$18.00

\$18.00

UPDATE

2



2015 Tempranillo
750ml

Exchange

\$24.00

\$18.00

\$36.00

UPDATE

3



2015 Torcido
Garnacha

750ml

Exchange

\$99.00

\$29.25

\$87.75

UPDATE

2



2016 *##&#!
750ml

Exchange

\$24.00

\$18.00

\$36.00

UPDATE

Subtotal:

USD \$294.75

SAVE CLUB SELECTION



Going visual with the user choice club interface has caused more interaction with the club package and a better customer experience.

Welcome back Andrew

Yes, yes, yes - your club is about to ship. Please review your info below.

Spectra Wine Club

Your next club package is Sep 30, 2019

Ship To

Andrew Kamphuis
28g Alexander
Vancouver, BC, V6A 1C2
Canada
Phone: (604) 613-5343

Edit

3



2016 Spectra
Sauvignon Blanc
750ml

~~\$39.50~~ \$108.00
\$36.00

1



2019 Spectra
Cabernet
Sauvignon
duplicate
750ml

\$45.00 \$45.00

Edit

Payment details



Card ending in 5454
Exp 3/2019

[Edit club membership](#)

ADJUST YOUR SHIPMENT

Sub Total:

USD \$153.00



The winning combo is personalization with user choice.

Using a personalization block that shows a member their club shipment on the homepage puts you in the leagues of Blue Apron.

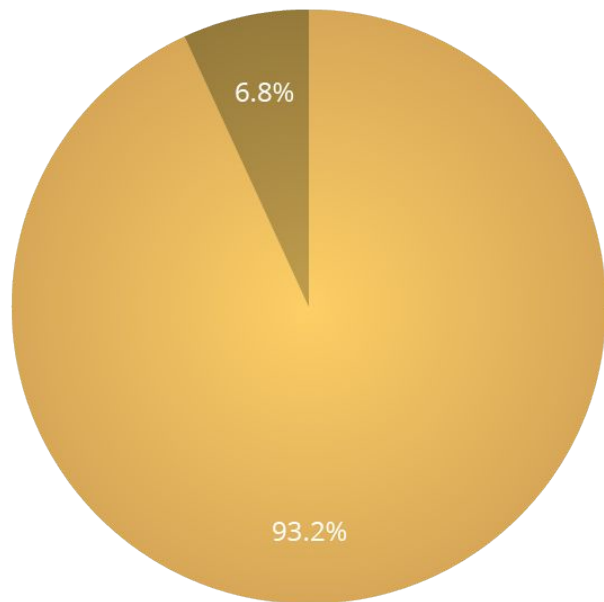
Users aren't really cancelling online



We've made cancelling online easy yet most consumers still cancel by contacting the winery.

(Some wineries remove the option).
If you're a Commerce7 customer contact us for the stats for your winery.

After coming off a “on hold” users don’t cancel their clubs



■ Cancelled ■ On Hold Expired



This surprised us. We thought consumers put their club on hold and then afterward cancelled their club.

But turns out only 7% of customers do that. The other 93% go back to being a club member.

Spectra Wine Club

Your next club package is Sep 30, 2019

SHIP IT NOW

Ship To

Andrew Kamphuis
28g Alexander
Vancouver, BC, V6A 1C2
Canada
Phone: (604) 613-5343

Payment details



Card ending in 5454
Exp 3/2019

Skip next shipment (Sep 30, 2019) | Cancel club

Edit

3



2016 Spectra
Sauvignon Blanc
750ml

~~\$39.50~~
\$36.00

\$108.00

Edit

1



2019 Spectra
Cabernet
Sauvignon
duplicate
750ml

\$45.00

\$45.00

ADJUST YOUR SHIPMENT

Sub Total:

USD \$153.00



Despite not many people putting their club on hold or cancelling online, we are moving to a 'Skip Next Shipment' rather than put your club on hold interface.

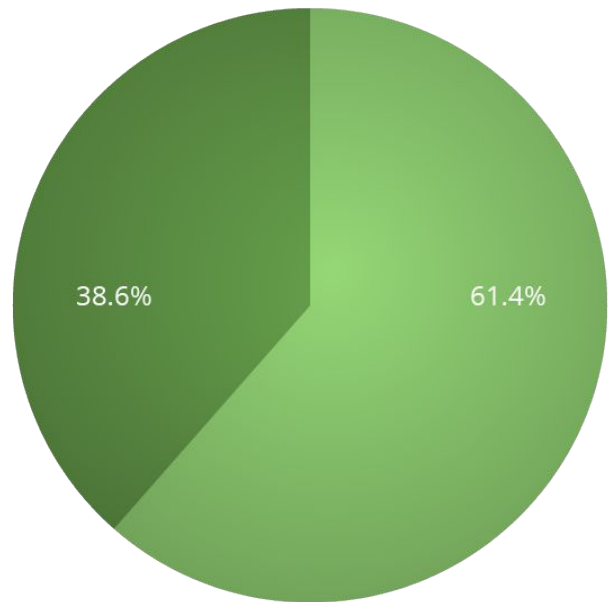
While a lot of customer experiences have been enhanced there are still a number of areas where we need to improve.

No winery used a “one click add to next shipment” in an email campaign this summer.



POS Insights

Wineries start with the product more than they start with a customer



■ Start with Customer ■ Start with Product

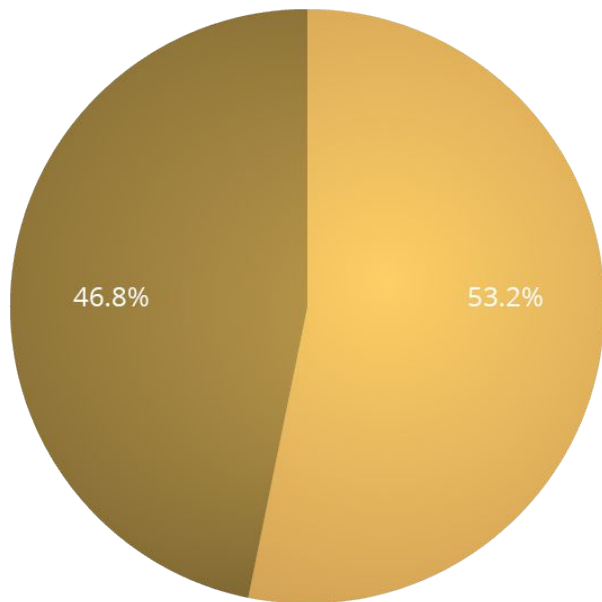




Do you start by looking up a customer or by tapping a product.

Only 39% of POS orders started with a customer.

Staff miss valuable insights when they don't have a customer profile on screen.

47% of orders still attach to a customer record



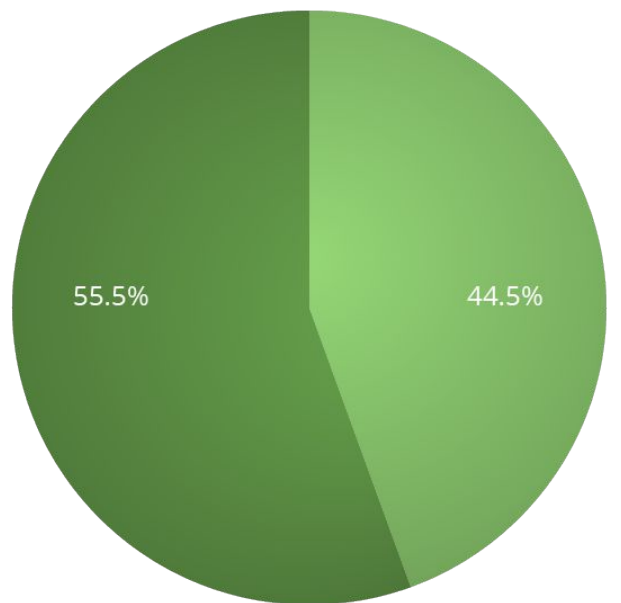
-  Order Completed With Customer Record
-  Order Completed With No Customer Record



Despite 39% starting with a customer, somewhere along the way some staff still take the customer's information as 47% of orders on the POS complete with customer information attached.

That means 53% of customers will never get marketed too :(

If the POS is on a desktop there is a better chance of getting a customer record



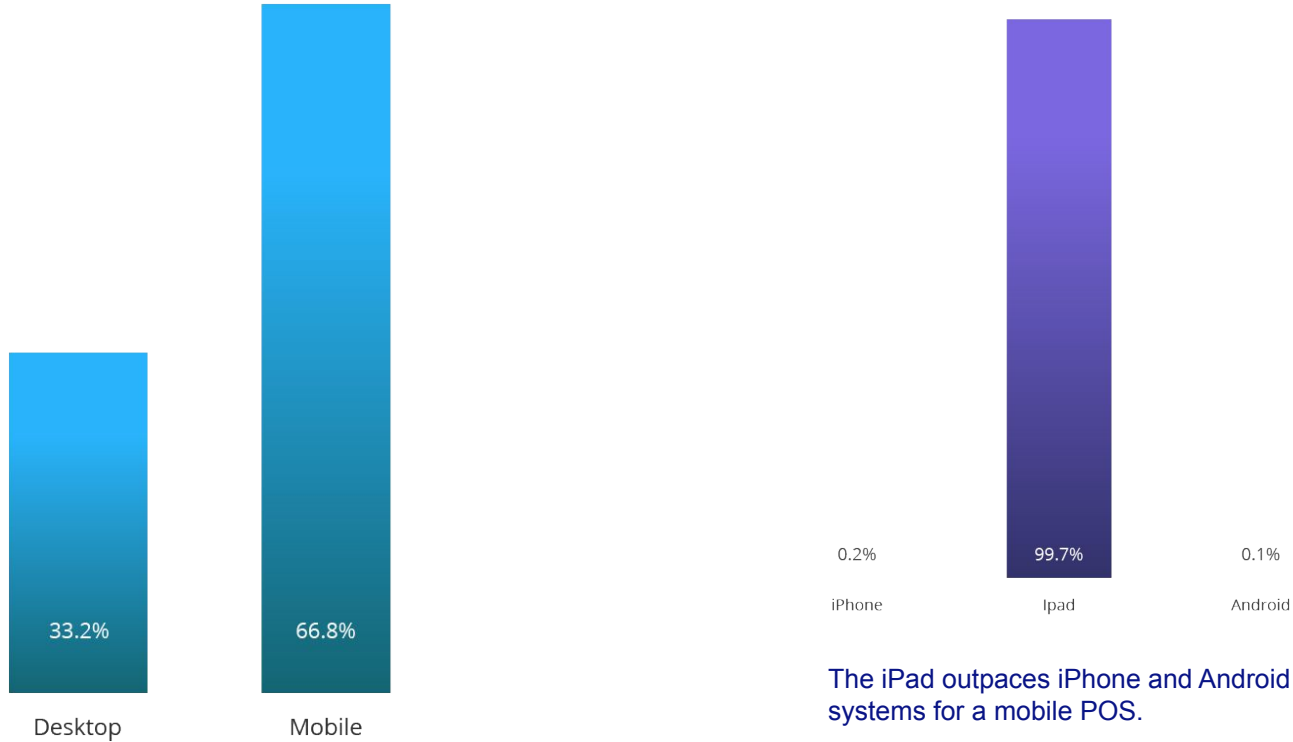
■ Start with Customer ■ Start with Product



Wineries that use a desktop rather than an iPad capture over 55% of customers.

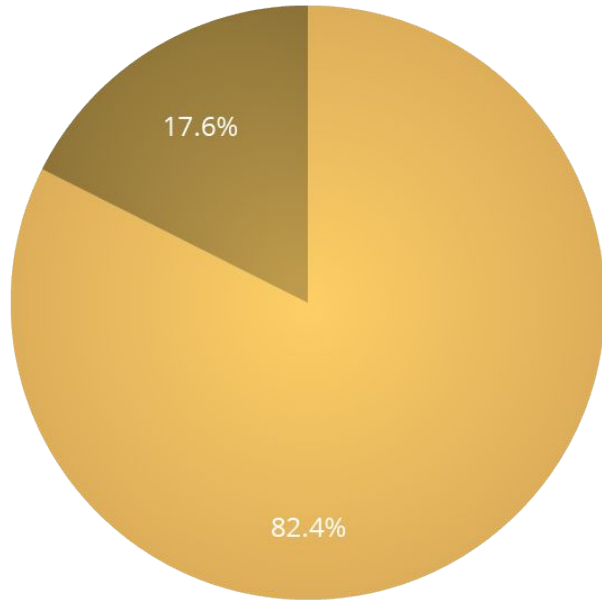
Does the keyboard make the difference?

Wineries use iPads to create POS orders



The iPad outpaces iPhone and Android systems for a mobile POS.

Customer service reps click “actionable flags”



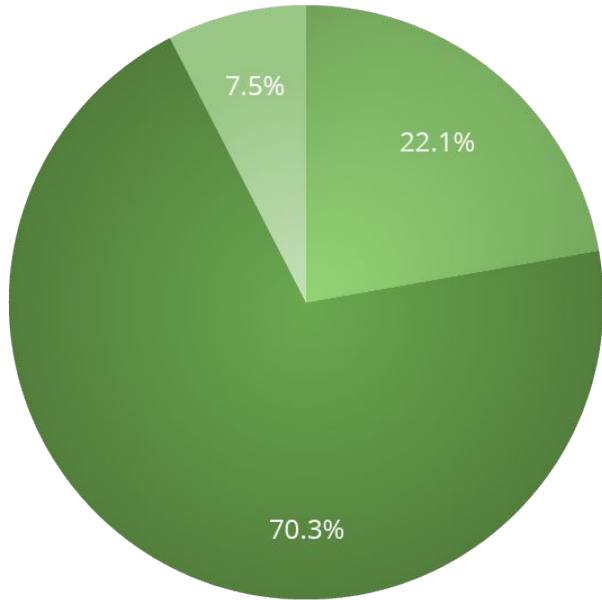
Flags Clicked No Click



There is an 18% click rate when a flag is presented to the customer service rep.

(We actually thought it would be lower)

Chip and Pin / EMV Devices Rule



EMV Device Card on File Cash



EMV devices / Chip and Pin processing is present in over 70% of the tenders processed.

Extensibility Insights

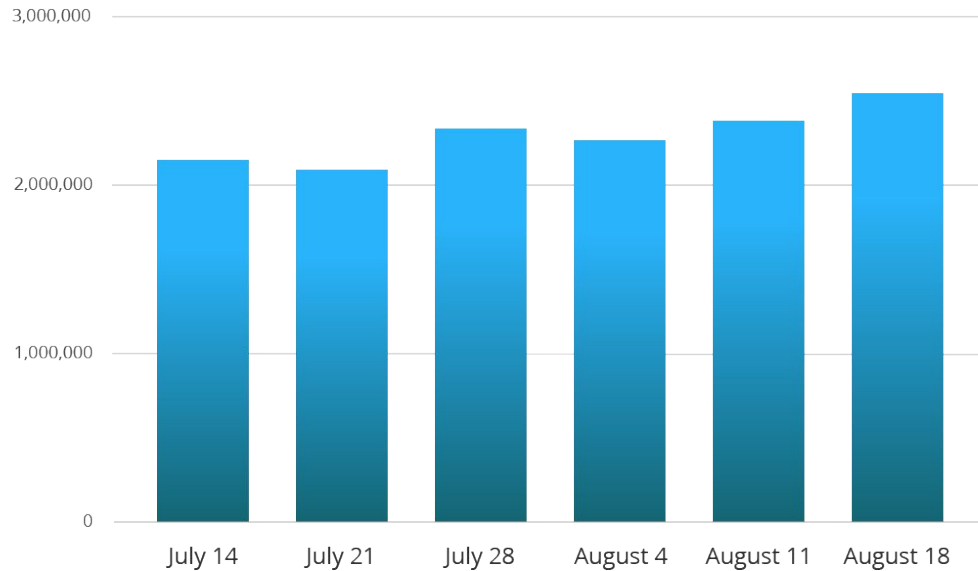
116 of 150 wineries used meta data in some way to extend either our customer record, order record, product record or reservation record.

741 attributes were added to these records.

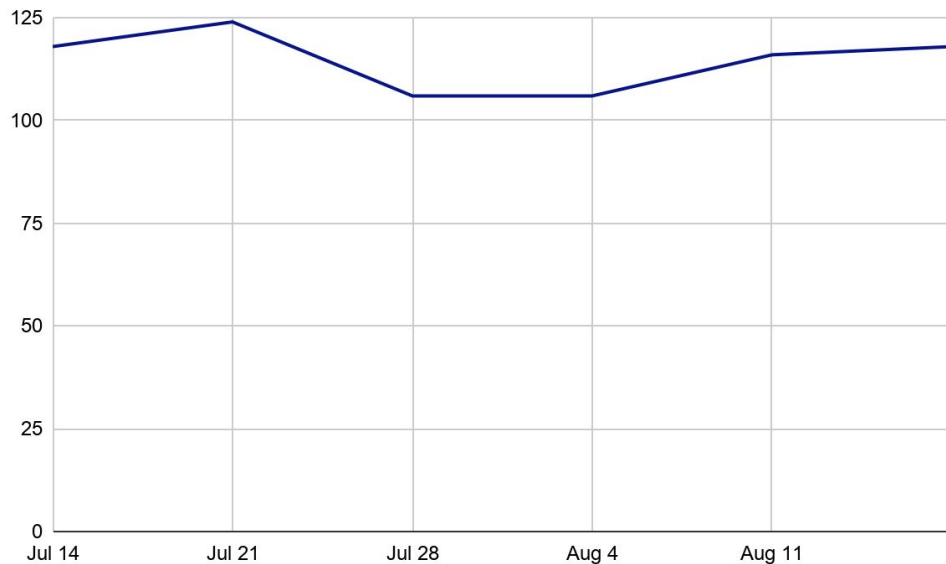
Of the 741 attributes, 494 of those attributes were added to product records.

API Insights

Commerce7 has over 2 million API calls a week



Response time is just over 100ms



We are trying hard to be under 100ms but not quite there yet.

A healthy and fast API means a faster experience for you and your customers.

Speed is a direct factor in customer experience.

Logging 250,000 interactions in a week to get these stats



250,000/ week



To get these stats we logged every 'add to cart', every 'product list', 'product drilldown', and 50+ other interactions on the website over the summer.

We constantly experiment and log different interactions all year long.

All for one goal

Improve the customer experience

Commerce⁷

Ecommerce · POS · Club · CRM · Reservations