

Small Wineries: Supporting Rapid DTC Sales Growth

CHALLENGE

Update the point-of-sale and customer relationship management tools to support a growing wine club and winery tasting room sales, while not burdening staff with complexity.

Kokomo Winery, located in Sonoma County's prestigious Dry Creek Valley AVA, is a small, family-owned winery that generates most of its revenue from direct-to-consumer sales through its tasting room and wine club memberships. Kokomo maintains a relatively small staff that participate in a range of responsibilities.

Fifteen years after its founding in 2004, sales and revenue had continued to accelerate, and the winery struggled to capitalize on that growth due in part to the limited reporting capabilities and customer segmentation tools of its legacy POS and CRM systems. Additionally, onboarding new staff was a more stressful and lengthy process due to the complexity of its older CRM/POS tools. It needed to replace older systems with one that would allow it to better understand its customers and effectively act on that understanding with more sophisticated marketing and communications.

SOLUTION

After a search and evaluation of both larger and smaller system, kokomo chose ecellar to replace its older pos and crm systems.

Kokomo Winery was able to utilize eCELLAR's off-the-shelf, all-in-one platform solution with no customization necessary. eCELLAR provided Kokomo with significantly increased insight into its customer base and wine club members' purchase activities via the platform's extensive database search functionality. Critically, Kokomo was able to witness the seamless transfer of more than a decade's worth of sales and customer data. The decision to partner with eCELLAR was also made due to



KOKOMO
WINERY

MARKET OPPORTUNITY

Enhanced POS and CRM systems for small wineries to streamline operations, support growth, and improve customer insights without adding complexity for staff.

SOLUTIONS

- All-in-One Platform
- Enhanced Customer Insights
- Data Migration
- Simplified Training
- Increased Sales



eCELLAR's two-decades servicing the North Coast wine industry and its understanding that challenges faced by small wineries were unique from larger wineries and required both simplicity and supportive training.

OUTCOME

Kokomo Winery sales and revenue growth has continued since implementation of the eCELLAR Platform, but in a much more efficient way.

In the first two years since adopting the eCELLAR platform, Kokomo Winery experienced a 10% increase in Club sales, thanks to the platform's enhanced club functionality and upsell capabilities. Additionally, eCELLAR's intuitive design has streamlined the training and onboarding process for new employees, resulting in significant time savings. Moreover, the robust customer and sales search features have enabled Kokomo to communicate with and serve its club members and customers more efficiently. Kimia Miller, Founder, notes, "eCELLAR continues to innovate and incorporate feedback from its users, creating a platform that evolves to meet our changing needs in a dynamic industry."



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