

Increase customer engagement



".. the quality of oenological information that your customer receives is critical to his or her purchasing decision."

wine information on in-store kiosk

Provide information – controlled by you - as customers browse:

- Communication via barcode scan (or SMS message)
- Customer accesses your content, without typing, by scanning barcode
- Information displayed instantly on kiosk (in the future, on cell phone)
- Kiosk size & in-store location chosen by you: total flexibility
- Some examples:



Customer attraction and retention are typically driven by:

- Selection, price *and*
- Product information, in-store ambience

In-store browsing & content browsing unified

- Present wine-specific information to the customer right at the shelf or kiosk
 - your content, web content, or both
 - navigation under your control (no general web browsing, email checking etc.)
- Wine information kiosk reinforces your branding and market profile
- Leverage technology solution at low cost (video streaming, static content, Flash content)
- Attract more high-value business
 - premium wines demand more comprehensive information: provide that information

some further considerations

Kiosk design reflects your brand (color, logo)

- Existing bar-code labels can be used – integration with POS, inventory systems
- Clear the clutter
 - Shelf talkers and neckers are untidy, of variable quality, often in the wrong place
 - They are not your content and do not reflect your values and branding
- Kiosk gives immediate web connect from the item (bottle) to the web, showing information such as:



Tasting notes / reviews



wine region



vigneron



grape info



food pairing



Store offers, events

what retail behavior will this change?

- Customer enters at a busy time, looking for a good wine – all knowledgeable staff are occupied
 - He will either just buy cheap, to minimize his risk of a poor decision
 - He may just walk out and go to a competitor who may be less busy
- Customer likes Wine A from Napa, but sees that you only have Wine B – same region and varietal – should she buy it?
 - Without further information, she will be unlikely to buy it. But with a kiosk, she will be tempted to scan the barcode of Wine B (or Wine C, D...E) looking at other wines and perhaps find a similarly priced wine with better reviews. You recover the sale.
- Customer comes in to buy a specific wine in a rush, finds it but rushes back out
 - With a kiosk, he will spend more time in your store and is more likely to spend more with you. More time in store usually equates to more revenue per customer.
- You have an event coming up – kiosk can display at the point of a purchasing decision
- You are running a special on your customer's favorite wine but he doesn't know it
 - Kiosk will present it, with dates, coupons, registration.
- Discerning customers increasingly use the web to buy his/her wine – you can change this.
 - Give that customer a reason to come into the store, and still have the web connection

proposed next steps

Face-to-face meeting

- discussion of needs, presentation of solution variants
- agreement of initial engagement (typically, pilot project)

Pilot project

- Definition of pilot, to be developed by telephone, email
 - Consider a pilot around promoting a region, a grape variety, a year...
- Deliverable: pilot Functional Requirements Document (FRD)
 - What will the site templates look like (aesthetics: colors, logos, brand representation)
 - How will the user present the wine to the scanner? (barcode scan, SMS, MMS...)
 - What will be on the first screen?
 - How will the user navigate beyond the first screen?
 - What information will be presented:
 - Your own data (tasting notes, vigneron, food pairing...)
 - Aggregated web data (Wine Spectator, Snooth, Jancis Robinson, Robert Parker, other)
 - How long should the customer to remain at the kiosk?
 - Where will the kiosk be located – how will customers be attracted to use it (branded or simple)?
 - Proposed hardware vendor (IBM, NCR, Symbol...)
- Paid on a Time & Materials (T&M) basis.
 - All time spent will be authorized and agreed in advance

proposed next steps

Pilot Solution Creation

- Assembled offsite, regular phone/email dialog agreed in advance

Pilot Deployment

- Hardware installation coordinated with recommended or retailer's chosen vendor
- Onsite connection to hosted - service demonstrated
- Customer acceptance protocol executed and signed-off
- System training

Customer familiarization

- In-store participation in early usage experiences
 - Explain system to customers
 - Ensure system is usable as intended – corrections applied swiftly
 - Gather customer comments for system improvement
 - Report back to store stakeholders on customer experiences
 - Go/No-Go decision on wider roll-out

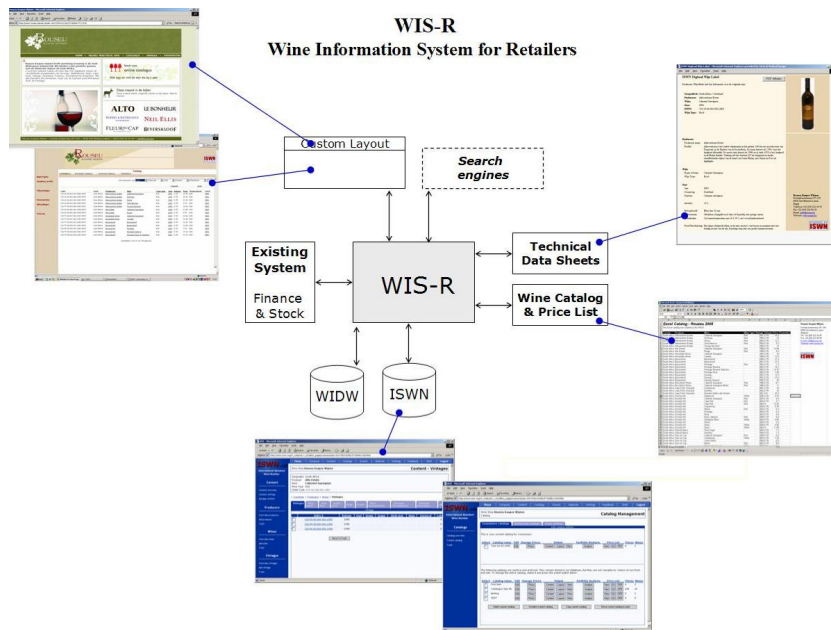
proposed next steps

System roll-out

- Agree roll-out pattern within first store; across multiple outlets (where relevant)
- Define integration with existing systems
- Agree timing and task list.

Wine item master data

- Existing wine master data files can be leveraged
- Alternatively, winesavvi can propose implementation of WIS-R, a solution specifically design for the wine business, proven in numerous retailers. Based on structured wine codes below:



country	region	producer	wine	vintage	volume	special
<u>CCC</u> -	<u>RR</u> -	<u>PP.PPP</u> -	<u>WWW</u> /	<u>YYY</u> -	<u>WWW</u> -	<u>B / X</u>
----- ISWN-P ----->						
----- ISWN-W ----->						
----- ISWN-V ----->						
----- ISWN-B ----->						

“ the devil is in the details”

typical questions to be resolved

- Not all inventory from my suppliers is barcoded. Should I put barcodes on instore? Could I use “hardcodes” instead? How would I do this? Can I outsource this to winesavvi?
- Integration to existing systems. How will database integrate with my systems for inventory, pricing, catalogs, promotions?
- New wine process – you engage with a Direct-to-Trade vigneron that doesn’t work via distributors (for example). Who enters the data to the template(s)? How are new templates set up? How are written notes entered? Who enters them? Where are they entered? Where will label be placed? What will be its design?
- I captured some video from a vineyard we are highlighting. Can I stream this to the kiosk?

What is www.winesavvi.com?

A team of knowledgeable and seasoned professionals, bringing together in one team a talent for customer service, delivering kiosk and web-based consumer-centric content (resumes and references on request). Located in Bucks County, PA.

Why winesavvi and why now?

The “internet of things”, where individual items have their own website, is one of the recent trends in web-based information. The Winesavvi team has been part of this innovation, mainly through RFID and 2D barcodes (Datamatrix, QR codes). There is now a compelling and clear opportunity in wine retailing, because of the relatively large volume of information associated with each item.

How much does it cost?

You will not need to buy any software, The solution will be delivered as a web-based service, managed remotely by our back office staff. All you’ll need is an internet connection and hardware. The service will include training, periodic onsite reviews, and routine backup and maintenance. Monthly price will depend on scope. See below.

Interesting - this may work for me. What next?

please contact us below...

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