

buyWINE details

buyWINE is an online shopping option, using an easy to use realtime credit facility/software solution that articulates directly with your current website.

People can register and order directly online, and the winery can use the e-marketing software included to target customers.

This is how it works:

1. The customer is directed to the 'shopping pages' from your site. These pages retain the look & feel of your website.
2. On the shopping page the customer can order:
 - bottles or dozens of individual varietals,
 - mixed cases which they determine themselves,
 - or even a special offer that is promoted from time to time.

The offerings can be changed over time providing flexibility to drive sales of particular wines, at any given time.

3. Once the customer has made their selection they are guided through the secure payment process, where they are automatically sent an invoice & receipt confirming their order. This instantaneous reply provides re-assurance and removes any confusion if their order has been received, regardless of the day or time the order is placed.
4. The winery/cellar door are simultaneously notified that the order has been received and are able to manage the dispatch of the order using the order management web interface.
5. buyWINE allows you to instantly see how many new orders you have received, and manage the order delivery process. The customer management tools combine to reduce the amount of time and human resources required to manage routine tasks and keep track of your customers.

The process is quite professional and provides a feeling of trust for the customer, they get an invoice and receipt sent back to them, and the interface is quite easy to use.

We have set up a sample site for clients to use/play with. This site shows the backend functionality, the information that can be manipulated by you to target customers and store their purchase details.

The details are as follows:

Customer side

<http://sampleestate.cart.net.au/>

Winery side

<http://sampleestate.cart.net.au/admin/>

The login is as follows:

login: sample

password: estate

Feel free to add customers, and make dummy purchases from the site. Use this credit card:

VISA

Expiry 01/08

Number: 456 4456 4456 44564

CVV: 999

COSTS

Costing is determined based on your winery requirements including

- initial setup
- upload of all images
- training
- 1 yr licence
- free upgrades