Winery Consumer Experience Report

Summer 2019 · 150 Wineries
A few of our customers
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
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

- Personalization Block: 80.6%
- Product List Page: 4.6%
- Product Detail Page: 14.8%

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.
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

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: 45.2%
- Mobile: 54.8%

Checkout Started
- Desktop: 58.3%
- Mobile: 41.7%

Checkout Completed
- Desktop: 63.8%
- Mobile: 36.2%
Over 50% of your club members and repeat buyers use 1 click checkout.

- 48.1% Choose to edit information in checkout.
- 51.9% Opt for 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.
Product position affects “add to cart”

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.

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

- 1st: 31.6%
- 2nd: 19.1%
- 3rd: 13.0%
- 4th: 9.3%
- 5th: 7.6%
- All Other: 19.2%
7% of people come back to an old cart

- 93.4% Less than a day
- 6.6% More 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.
Ecommerce Insights

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

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.

While some members add and remove items, other members just add items.
More club packages are edited on a desktop than mobile

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

Twisted Few - Super Freaks Reds-Only
Personal details

Ship To
Andrew Kamphuis
1190 Airport Blvd
Napa CA 94558
United States
Phone: [506] 613-5343

Payment details
VISA
Card ending in 3452
Exp 11/2020

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

Twisted Oak

2015 Tempranillo 750mL
$24.00
Club Member Price $18.00

2015 Red Hill Tempranillo 750mL
Order from 1 to 12.
$39.95
Club Member Price $32.95

2015 Grasiano 750mL
Order from 1 to 12.
$33.50
Club Member Price $29.25

2014 O’l’ Chum Bucket 750mL
Order from 1 to 12.
$39.95
Club Member Price $32.95

2015 Margaritaville 750mL
$29.95
Club Member Price $21.75

2015 Syrah 750mL
$34.00
Club Member Price $26.00

2018 Viognier 750mL
$24.00
Club Member Price $18.00

2018 Verdejo 750mL
Order from 1 to 12.
$24.00
Club Member Price $18.00

2015 Torrontes Garnacha 750mL
Order from 1 to 12.
$33.00
Club Member Price $28.25

Subtotal: USA $294.75

Your next club package is
Your order must be a minimum of 12 Items. Currently there are 12 Items in your club shipment.

Your club package is:

- 2015 Tempranillo 750mL
- 2015 Torrontes Garnacha 750mL
- 2015 Syrah 750mL
- 2015 Margaritaville 750mL

Quantity: 2
Update

2015 Tempranillo 750mL
$45.00
$36.75

2015 Torrontes Garnacha 750mL
$40.50
$32.15

2015 Syrah 750mL
$60.00
$48.00

2015 Margaritaville 750mL
$45.00
$36.00

Update

Your club package total is
USD $294.75

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
289 Alexander
Vancouver, BC, V6A 1C2
Canada
Phone: (604) 613-5343

Payment details
Card ending in 5454
Exp 3/2013

Edit club membership

Adjust your shipment

3
2016 Spectra Sauvignon Blanc
750ml
$99.99
$36.00

1
2016 Spectra Cabernet Sauvignon
duplicate
750ml
$45.00
$45.00

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

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.
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.

- 61.4% start with Product
- 38.6% start with Customer

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.
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.

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.
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 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.
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

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