

# Transcendence Wines

## TrueCommerce Nexternal eCommerce Platform

**Transcendence Wines Grows Retail Sales More Easily with the All-in-One Nexternal eCommerce Platform and Mobile Point of Sale Solution from TrueCommerce**

### BENEFITS

- All-in-one POS and eCommerce system with a single database and OMS provides real-time access to customer data, including aggregate order history, for deeper customer engagement and improved sales
- Outstanding customer support accelerates time to value, increases return on investment and takes the risk and struggle out of implementing new technology



## OBJECTIVE

- Find an affordable, easy-to-use, all-in-one point of sale and eCommerce system to automate manual sales and customer relationship processes and help grow retail sales

## SOLUTION

- Implement the TrueCommerce Nexternal eCommerce platform and mobile point of sale solution which share a single database and integrate with FedEx's shipping system and MailChimp email marketing, to support retail online and wine club sales, along with tasting room and event sales

## BENEFITS

- Much faster and more automated sales order processing
- Improved customer experience and increased sales in the tasting room and online, thanks to a single order management system (OMS) that provides both a powerful, fast and easy-to-use mobile point of sale (POS) interface and an intuitive, branded online store
- The online store's built-in marketing features help increase conversion rates, average order sizes and total sales
- Easy order customization for enhanced customer satisfaction, stronger wine club participation and more sales



## BACKGROUND

**This small, successful winery needed help to streamline and automate tedious, manual sales and customer relationship processes.**

Transcendence Wines is a small, husband-and-wife-run winery making exceptional cool-climate wines from vineyards in the acclaimed Santa Ynez Valley and Santa Rita Hills winegrowing regions of California's central coast. Their focus on small lots, limited quantities and outstanding quality makes Transcendence very popular with wine club enthusiasts, and enables them to offer a varied selection of fine wines through their tasting room and online store.

As recently as five years ago, Transcendence had no official wine club or online sales presence. Sales and customer contact were limited to a simple mailing list.

"I wanted to grow the retail end of our business so we started a wine club," recalls Sara Gummere, co-owner. "Before Nexternal I was manually inputting every single invoice into the computer and making every single FedEx label... It took forever and was such a chore."

## FROM "FOREVER" TO FOUR MINUTES

**Nexternal comes with key features wineries need to make growing their wine clubs a breeze.**

Transcendence became a Nexternal customer in 2014. "As our wine club grew I knew I needed an automated system to help us out," continues Ms. Gummere. "I did extensive research and ended up connecting with the person at Nexternal who became my Account Manager. Her friendly manner, expertise with the wine industry and ability to address all my questions made me feel very comfortable choosing Nexternal."

The deployment process started.

"As we set up the online storefront and all the products, my Account Manager helped me every step of the way. When

it was time to run the wine club for the first time, it was amazing—at that point we had about 100 wine club members and it literally took four minutes," Ms. Gummere relates.

From start to finish, creating Transcendence Wine's eCommerce store and three-tier wine club took just six weeks. "That included time on my end designing the website as we went along," says Ms. Gummere.

## FULL SUPPORT FOR A GROWING WINE CLUB

**A flexible interface lets customers customize their orders and shipping preferences, which means more sales.**

Wine Club is an important part of Transcendence Wines' business, and Nexternal brought it to a new level.

"From there it's been very easy to grow the wine club side of the business because we can add new wine club members very quickly, and keeping in touch with our wine club membership is also easy," reports Ms. Gummere. "Now we have about 320 members and we get about 10 to 15 new members each month."

Customer loyalty also improved. "We have a good retention rate, and I think a big reason is that Nexternal's built-in custom club feature makes it so easy for wine club members to customize their orders," states Ms. Gummere. "They don't have to take the wine club selections if they don't want them, and they can pop other things into their online shopping carts instead."

The new eCommerce platform made it possible to fine-tune offerings to meet the club members' specific tastes.



"Most people want the wine club selections, but the option to customize those orders is a really strong selling point when we're talking about our wine club with guests in the tasting room," Ms. Gummere observes.

### **FAST AND EASY ORDER PROCESSING —ONLINE OR IN THE TASTING ROOM**

**Nexternal helps wineries improve their customer experience with its turnkey, iPad-based point of sale solution.**

Transcendence relies on the HighJump Engage mobile POS solution, which is powered by the same order management system and database that supports the online store, and requires no additional setup. The POS allows wine merchants to take orders, capture signatures for pickups, view and update customer data, and view entire purchasing history—all on an iPad.

The system is simple to set up and use, and checkout is lightning-fast, convenient and fun for tasting room employees. Orders from the POS land in the same OMS order list as online orders, so all are processed together and reporting is a breeze.

"Using the HighJump Engage mobile POS has been great for our business," asserts Ms. Gummere. "It's easy and we like using the iPad because we have a big tasting room and that way people don't have to check out at a fixed location—we can walk around to customers with our iPads when they're ready to check out, and then bring their wine to them."

The all-in-one OMS powering POS, club, and eCommerce makes it possible to look up a customer's complete order history while talking with them face-to-face, making it easy to answer questions about prior wine choices or check whether they are a wine club member.

Ms. Gummere also uses Nexternal's inventory management and reporting tools to boost sales using phone and email: "You instantly see what's in stock and can call or email people

and say: hey, we only have three cases of that wine left and I know you loved it..."

On the shipping side, Nexternal integrates directly with FedEx's shipping system, so the winery can automatically generate FedEx labels and tracking numbers directly from the Nexternal OMS, with no need for error-prone exports or retyping data.

### **HELPS BUILD CUSTOMER RELATIONSHIPS**

**Nexternal offers easy-to-use features to create personalized customer interactions.**

The ability to capture a visitor's contact information in the tasting room is an important capability for a winery's POS. "My old POS wouldn't let us capture people's contact information," remarks Ms. Gummere. "If somebody comes to your winery and you can't get their phone number or email address—that's a deal-breaker."

The new POS is helping Transcendence to organically build its customer base. "When I go through the accounting from the weekend I can see who's been to my tasting room," Ms. Gummere mentions. "We live in a very small town, so when I run into customers and wine club members I can ask if they liked their wine. Having such a great customer database makes it so easy to personalize your customer interactions."

Another Nexternal feature that supports customer engagement is a built-in mail wizard, as well as its integration with the winery's MailChimp email marketing system.



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This makes it fast and easy to keep in touch with wine club members and other customers via email.

Additionally, in both the eCommerce store and POS, wine club members are instantly recognized and the appropriate discounts are automatically applied to their orders. Shipping rates, billing options, product availability, product allocations and much more can also be managed by customer type; wine club versus non-wine club, for example.

### AN INVALUABLE BUSINESS SYSTEM

**The Nexternal eCommerce Platform is a vital part of Transcendence Wines’ success.**

“Nexternal is invaluable to this business,” offers Ms. Gummere. “I couldn’t operate without it. I’m on it every single day, particularly when we’re doing wine club shipments.”

Nexternal’s robust customer support is also a welcome factor.

“Honestly, I couldn’t be happier,” says Ms. Gummere. “Nexternal works so well for my business, and customer service-wise I’m just so taken care of.”

For Transcendence Wines, Nexternal proved to be a very cost-effective solution.

“Also Nexternal is so affordable and a great value, offers Ms. Gummere. “I don’t know how many people I’ve converted to Nexternal over the years, but I do not hold back talking about it if I have the opportunity.

“Everything about the Nexternal service has been wonderful,” concludes Ms. Gummere.



### ABOUT TRUECOMMERCE

TrueCommerce revolutionizes trading partner connectivity, visibility, and collaboration by linking suppliers, retail hubs and end consumers in one global commerce network. From the factory to the warehouse, from distributor to retail storefront, achieve new levels of business connectivity and performance with the world’s most complete commerce network.

**Connect. Integrate. Accelerate.**

### THE TRUECOMMERCE TEAM IS HERE TO HELP!

If you have any questions regarding TrueCommerce, or how it applies to your business, our passionate, eCommerce focused team is here for you.

**Call us today at 888.430.4489**

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