

Streamline your Sales and Marketing with a CRM built specially for wineries

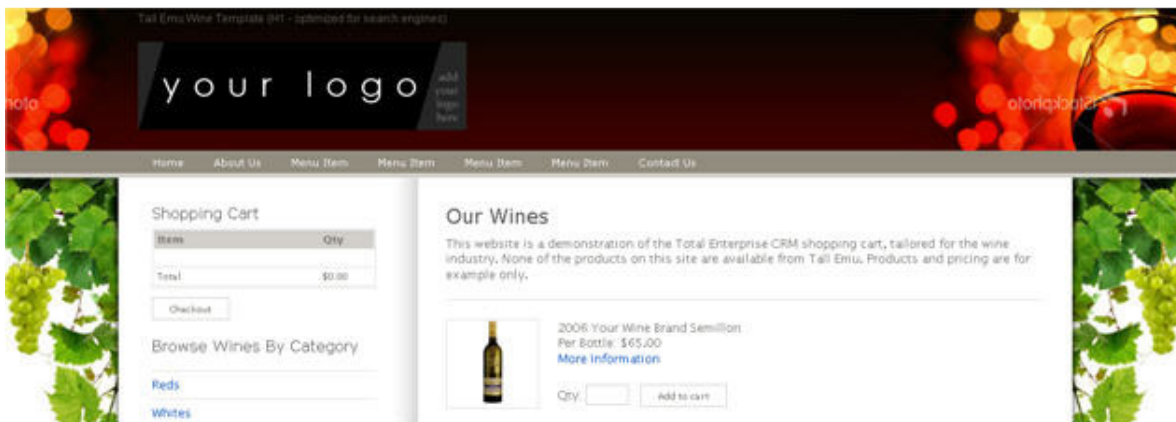


We designed and built the sales and marketing platform for one of Australia's leading wine telemarketing companies.

Now, we've built a CRM for the winery that lets you take control of your marketing, your members, and your brand.

Call us for a demo on (02) 9299 9959

Get a FREE Shopping Cart



When you purchase the Total Enterprise CRM, we'll give you the Online Store module at no extra charge.

Features

Manage wine products properly

Wine isn't the same as a book or a printer, despite what generic CRM suppliers say. Total Enterprise CRM lets you manage your products including information about vintage, bottle size, winemaker, tasting notes and bottle shots – and it's all searchable and exportable to the shopping cart. We support varied pricing of products for members, cellar door and corporate customers seamlessly – making your reporting and stock tracking easier.

Streamline dispatch with eParcel

Total Enterprise CRM exports orders in the eParcel format - No more redundant data-entry, simply export to eParcel, and print, pack and ship. Faster processing of orders means less time between order and delivery, ensuring your next campaign doesn't contact people who haven't yet received their last shipment.

Market to your members based on their preferences

Search and segment your members by their preferences, add them into groups and market to them by email, phone, SMS, fax or letter.

Faster Payment processing for better cash flow

Charge credit cards directly from the ordering screen in CRM either individually or in batch. When it's time to send out the member's packs, you can batch-process the credit cards and orders rather than do it all by hand.

New member signup

Collect new member details online, have them automatically appear in CRM, and send automated welcome emails and include them in further marketing campaigns.

Member management

Track and profile your members – are they in your wine club? What did they purchase? What wines do they prefer?

Marketing Module

Create and send HTML newsletters to your members; track who reads them, opens them and the results of marketing campaigns. Use SMS to alert members to important events, and the word merge capability to create customized mailings.

Telemarketing Module

Retain your profit margin by performing in-house telemarketing. Using CRM you'll know which of your members are most likely to purchase, so you can market to them directly before you outsource the rest of your campaign.

Online Shopping Cart

Our shopping cart links with the CRM so you manage your products, customers and orders all in one place. When you create products and pricing this is loaded to your online store automatically; orders created in the cart get downloaded to the CRM system to be processed by your staff in the same way as manually entered orders – all in one screen.

Reporting & Dashboards

Reporting, flexible data extraction and customizable Dashboards