Wine Selectors

Devotion

B2C WINE RETAILER AND CONTENT PUBLISHER

Kentico EMS was utilised for its powerful Content Management capabilities as well as the ability to automate much of Wine Selectors' digital marketing needs. Wine Selectors' back-office systems are complex and Kentico was also able to handle these integrations with ease.

Background

Wine Selectors proudly delivers the best Australian wine to more than 200,000 customers. They also publish *Selector* magazine, the award-winning publication that has a readership of more than 92,000 and features some of Australia's best-loved foodies. They sell wine online as well as via kiosks in locations such as airports. Their previous platform was launched in 2012.

Goals

Wine Selectors wanted to re-platform the existing Wine Selectors website on to Kentico EMS with E-commerce, enabling Marketing Automation, complex ERP, and point-of-sale integrations. The site needed to be PCI compliant, reflect a revitalised brand and be developed in tandem with an overhaul of their internal systems and a completely revitalised brand.

The four primary objectives for Wine Selectors were to:

- Deliver a centralised, robust, and scalable digital marketing platform that allows for personalisation, targeting, and nurturing of leads
- Allow for members to be self-sufficient in maintaining their accounts, plans, and orders
- Bring the brand to life with a site that reflects the unique personalities and characteristics of Wine Selectors' products
- Achieve stronger customer relationships by facilitating and automating data capture, customer profiling, segmentation, customisation, and personalisation

Challenges

The new Wine Selectors e-commerce platform **had to work as both a website and as a point-of-sale device at Wine Selectors' airport kiosks.** The website had to cater for multiple customer journeys, both guided (kiosk agent) and unguided (direct customer), as well as support the optimum customer journey for everyone from wine novices to those with the most sophisticated of palettes.

The digital platform redevelopment was **running in parallel to significant updates to business process, logistics, and internal operational structure** of the Wine Selectors business. Devotion had to ensure tight integration with JBoss and NAV.

Solution

To ensure a seamless customer experience across both web and point-of-sale kiosks, a detailed UX and design process was undertaken. Devotion worked with the team at Wine Selectors to reimagine and update the online brand identity. The new website represents a significant shift from

"Devotion have created an astonishingly beautiful website that truly showcases the Wine Selectors Brand. We are extremely pleased with the outcome and Kentico as an all-round E-commerce CMS."

Jake Boulton
Head of Digital
Wine Selectors

the previous design and promotes the quality of content to help drive interest and engagement.

To facilitate increased commercial return of the site, significant time in the UX and design phases was dedicated to the optimisation of the cart, including a single click check-out for registered users and the sales team at kiosks.

Several customisations and integrations were undertaken to ensure Wine Selectors' business process could continue without too much disruption. They use **Microsoft Dynamics NAV** and decided on **JBoss** as the integration middleware. Devotion did the following development:

- The API was secured with Basic Authentication headers over SSL and VPN
- The requests and the response are formatted in JSON
- The API was built following industry standard, as laid out on jsonapi.org
- Internal processes were developed to process each type of data
- The result is real-time served content

As most of the content was being updated and created within NAV, Devotion developed the following:

- A bi-directional update of a customer's profile (including address)
- NAV to Kentico update of:
  - product information
  - product activation
  - delivery fees and provider updates
  - order lookup with data
  - society schedules of a customer (wine plans)
- A process to link existing customers to new registered site users
- Kentico to NAV update of:
  - orders
  - direct payments (non-Kentico orders)
- Subscriber management
- Gift card management

From an e-commerce perspective, the platform integrates in real-time with **Sensis** (for address lookup), provides **PayPal**, and standard credit card facilities (via **NAB gateway**), and integrates with **Swagger** to visualise external resources and generate beautiful, interactive documentation, and an external static resource host server.

Wine Selectors' requirements for pricing, payment, delivery instructions, bundling, and what product could be shown when, was very complex:

- A product may have multiple prices, dependent on the total number of all items in the cart (e.g., a different per-bottle price when put in any dozen)

- Activation of a product based on campaign, stock, status of a campaign, status of a product, and others. A product may belong to multiple campaigns, which can lead to multiple sets of prices—whichever one gets shown is determined by set rules
- Coupon codes and gift cards can be applied
- A different delivery instruction can be stored against each shipping address. This is then verified for validity against the relevant delivery provider (e.g., leave on doorstep if not at home)
- Allowances for a special payment option using IDs
- There are special products with a dynamic price, and when multiples are added to the cart, different information is displayed to the customer
- Multiple types of products that have different ways of being added to a cart

Abandoned cart has been implemented in terms of **marketing automation**: when a cart is abandoned, a period of time is allowed to elapse, and then an email is sent, prompting the user to complete the order. Additional automation workflows are currently being tested and will be rolled out in the short term.

The site has been fully optimised for Search and includes schemas to allow for products to appear on Google and Facebook's shopping feeds.

Hosting is done internally by Wine Selectors and consists of one server for static resources, one database server, and two application servers with a load balancer.

The project was approached in the true spirit of collaboration with frequent trips between Sydney and Newcastle, and time spent working and troubleshooting the unknowns that occur with such a significant shift in business process.
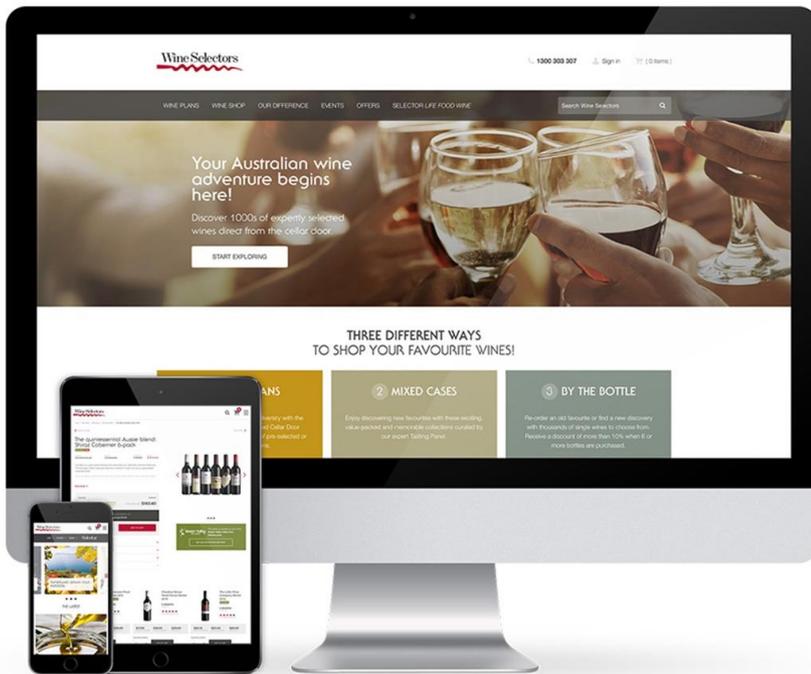
Results

Wine Selectors' website is now a true reflection of their brand and personality. They are no longer 'just' an online shop; they have reams of content as a result of also publishing the *Selector* magazine. They're better able to feature their wines, their winemakers, and the vineyards themselves. They're also able to provide a much richer experience to their customers, including very flexible wine plans, and deeper self-service.

Key Criteria for Choosing Kentico

There were several reasons why Wine Selectors chose Kentico:

- It allowed for centralisation of their information for delivery across their online storefront, as well as at point-of-sale kiosks
- It provided a highly configurable platform that could be easily modified and extended to meet their future needs
- It allowed for easy integration with their third-party systems
- Kentico EMS delivers Enterprise-level functionality on a platform that is transportable, globally supported, secure, and delivers value-for-money
- Leads could be better qualified via lead nurture and lead scoring
- The use of segmentation, customisation, personalisation, and data capture allow Wine Selectors to achieve stronger customer relationships

Devotion

We're a smart, passionate, and highly experienced team of digital experts based in Sydney, Australia. We offer a wide range of in-house services, from fresh creative concepts and data-informed digital marketing campaigns to highly complex web builds and technical integrations.

We're devoted to delivering compelling, engaging user experiences. We're devoted to finding new, inventive ways to secure customers and drive brand loyalty. We're devoted to looking ahead, to helping our clients market their products and services in ways their competitors aren't. We're devoted to understanding their business needs, in detail, and to making the process as smooth as possible.

DEVOTION♡

Devotion
Level 1, 168 Oxford St.
Paddington NSW 2021
Australia
www.devotion.com.au

Andrew Whitehead
+61 2 9356 7900
andrew@devotion.com.au