



eCellar™ Reservations Manager

Finally a powerful and secure calendar system for winery tasting rooms built to tap directly into your customer and order database in real time

Feature

Benefit

Manage the types and duration of tasting appointments and events - and modify them - all via the web

Because eCellar is 100% web-based, designated staff can schedule tours and tastings from anywhere as long as they have a computer with access to the Internet.

Book reservations directly from any computer and immediately connect booking to customers' profile and order history

Improve customer service—prior purchasers are recognized immediately. New visitors have account created so wine sales are easier at the end of the tour. Customers who preview the winery's website and set up an account or join the mailing list are also recognized and welcomed when the appointment is booked by staff.

Capture more customer information within eCellar immediately, not a separate system

Your staff won't have to log into other systems to check reservations, transfer customer account information, or pull credit card information. All information from eCellar Calendar will be contained and linked to existing customer information within eCellar, saving time, reducing potential errors ultimately improving information accuracy, and keeping sensitive information secure and in one place for easy retrieval by permitted eCellar users.

Calendar formatted to be intuitive and easy to read and use. Incorporates sorting filters, confirmation pop-ups, icons, widgets and other useful conventions and search tools

Calendar is designed with the user in mind. Days of the week are listed with dates for fast selection. Header items are sortable to help quickly organize resources, confirmation pop-ups prevent errors when changes are made to a reservation. Easy to interpret icons lead user to customer notes, email messaging or Outlook invitation which result in saving time, improving customer service and reducing no-shows.

Entered email address is matched to database and if found to belong to existing customer, Reservation Manager automatically displays complete customer information

Repeat buyers and returning visitors can be immediately recognized by Tasting Room team. Eliminates duplication of customers in database.

New Customers can be added directly into Winery database at the time the reservation is booked. Full set of customer type defaults are available and selectable by winery.

Maintains database integrity across all transaction points including Tasting Room Reservation calendar. Ensure consistency in data format. Set defaults for customer type/customer source/allocation tier when adding new customers through calendar. Saves time and increases tasting room efficiency.

eCellar™ Reservations Manager

Feature	Benefit
Microsoft Outlook integration for email and appointment invitations built directly into Reservation	User can launch Outlook directly from Tasting or Tour reservation and send an email or appointment invitation enhancing customer service and increases Tasting Room efficiency. The system automatically pre-populates the item with important visit information such as party name and size, date and time. User can include notes or other personalized information specific to the reservation.
Credit card information is stored securely in the customer's account profile	Enhance customer service and card security by not storing sensitive payment information in a non-secure standard calendar application (like Microsoft Outlook or Google Calendar) and ensure PCI compliance. The credit card is stored in the customer account and immediately available for tasting fees or wine purchase on the day of the scheduled visit.
Deposits can be captured immediately for a reservation via the eCellar Point of Sale (with a receipt emailed)	Encourages customers to honor or cancel their appointments reducing no-shows. Improves immediate winery cash flows.
Powerful and secure sales tools built right into Calendar	With a single click, user can launch POS and place order directly in customers account resulting in increased sales and enhanced customer service. Credit cards are housed in customer account making it more efficient to charge Tasting fees and ensuring sensitive information is kept secure.
View the calendar of appointments by locations over a day, week, month or date range of your choice	Winery staff and management can see trends in current, historical and future visitation for planning and marketing analysis.
Past visitor information can be leveraged for integrated email/offline marketing communications	Saves staff time when thanking visitors for coming to the winery (via email campaign or offline), which drives brand awareness and repeat visits in subsequent years.