Seven Must-Have Software Features for Wineries

A winery is a complex business with unique needs and aspects to manage. Fortunately, technology is available to assist with many of the key tasks involved in running a winery, allowing you to improve operational efficiencies and maximize profits. Here are some software "must-haves" that can help your winery flourish on the vine.

1 Point of Sale

A robust point of sale (POS) system is the hub of your business. It goes beyond the basic transaction functionality of a traditional cash register to give you increased insight into, and control over, all aspects of your operations. It should integrate all types of sales (wholesale, export, license, and retail) and payment methods (on-site and online). Desirable sales functions for wineries also include the ability to open tabs in your tasting room and the ability to easily split checks several ways for your customers. A good POS system will also incorporate the following features.

2 Inventory and Supply Chain Management

Inventory tracking is crucial for any business, to avoid stock outages and monitor shrinkage and theft. Wineries can access real-time depletion tracking and set up low-inventory threshold alerts to ensure that you never run out of key wine-making ingredients or finished products such as your customers' favorite rosé or merlot. You should then be able to create purchase orders and send them to vendors right from your inventory program. You can also track the history of a batch or bottle from production through shipment, and generate reports on profit margins.

3 Employee and Human Capital Management

Your POS system can help you manage a variety of employee-related tasks, such as optimizing your scheduling based on traffic patterns, so you're never under- or over-staffed. You can integrate time-off and shift-trade requests as well. When you set up employee profiles, you should be able to set various levels of access to control which data and functions (such as changing inventory or creating discounts) each worker can use. You can also evaluate individual sales performance and monitor wages, bonuses, commissions, and tips.

4 Customer Relationship Management

Customers want to feel a sense of personal connection with their favorite brands and establishments. Your POS system should foster such relationships by giving you the abilities to set up a loyalty rewards program, gift card offerings, and targeted marketing. You should be able to reach your customers in a variety of ways, including e-mails and coupon offers on your Facebook page or other social media.

5 Marketing Automation

One of the biggest factors that can cause customer dissatisfaction with a business is if they feel they are receiving too many communications, or offers that are not relevant to their interests. Look for POS software that will use sales data and customer purchase histories to create customized offers and targeted marketing campaigns designed to draw in repeat business and increase revenue. You can reach customers who bought Wine X and might therefore like to try Wine Y, or customers who have previously spent a certain amount but who have not made a purchase in the past month. Automation of marketing tasks will also save you time that can be spent improving other areas.

6 Recurring Billing

The ability to automatically collect payments for recurring charges, such as a wine-of-the-month-club subscription, is both convenient for your customers and profitable for you. Eliminate the time, hassle, and costs of having to mail paper bills and wait for customers to mail back checks or credit-card slips to process. With recurring billing, you get paid in a more timely, secure, and environmentally friendly fashion that's "out of sight, out of mind" for customers.

7 E-Commerce Website

A modern and professional e-commerce website is critical for gaining a web presence, widening your reach and increasing sales. If you don't have a website that is capable of e-commerce and that integrates seamlessly with your point of sale, it's time to think about creating one.

Having the right software tools will help you manage and grow your winery with the greatest efficiency. Being able to get all of these tools from a single provider — one that offers always-available customer support when you need it — is ideal.
Contact SalesVu for more information about our suite of POS apps and cloud-based services to fit the needs of your winery.

☎ 888-900-5819   ✉ support@salesvu.com   🌐 www.salesvu.com