Messina Hof Winery & Resort

An NCR Counterpoint Case Study

Specialty Retail – Wine and Liquor

NCR

Run Your Business

For Messina Hof Winery & Resort, business is all in the family. Two generations of Bonarrigos run the winery, B&B and restaurant, which are based in Bryan and Fredericksburg, Texas, and use a personal touch to sell their products and services. Yet they're also savvy marketers and business people who recognize the need for flexible, integrated technology systems to run their operations and fuel growth.

According to Paul Bonarrigo, there was only one choice for a technology provider: NCR. Explains Mr. Bonarrigo, "I did a year's worth of research to find a POS system that would be compatible with our business. Wineries are complicated to run, because of all the regulations we're bound by. And Messina Hof runs a very multi-faceted operation, with a resort, festivals and events. Only NCR was able to tie it all together."

Solution Features

NCR Counterpoint Retail Management Systems

- Offer customer loyalty programs
- Analyze vendor performance
- Validate returns to ensure items are returned at the purchase price
- Provide integrated email marketing capabilities
- Leverage strong ecommerce capabilities to sell on a 24x7 basis
- View inventory across locations
- Offer gift cards
- Maintain detailed customer information
- Reduce fraud by monitoring item images at checkout
- Track sales commissions
- Up-sell merchandise
- Track items by individual product, case or other unit of measure
- See which items sell together
- Pre-plan promotions

Messina Hof Winery & Resort uses NCR's complete retail management system, including its POS software, email marketing, ecommerce platform, mobile POS and alerts, and payment services. Mr. Bonarrigo says that the solution has helped Messina Hof improve inventory control and sales.

Connect with Customers

Messina Hof Winery & Resort uses NCR Customer Connect to market to its nearly 14,000 contacts, including VIPs, event participants and industry partners. "We achieved a significant savings when we implemented NCR Customer Connect, because we had previously outsourced our e-blasts. Now we can pull information on product sales and customer history, so we're marketing more effectively to different groups."

Messina Hof Winery & Resort distributes a monthly email to all of its contacts describing new products and upcoming festivals. Customers who have attended winery harvests, murder mysteries or cooking parties are alerted to upcoming events, driving presales and increasing attendance.

Messina Hof Winery & Resort also does targeted marketing to a three-tier VIP club of 800 members, via custom email marketing campaigns and a special Facebook page. VIPs who purchase memberships are invited to special dinners and events, offered discounts on new products and big parties, and given other incentives. Messina Hof Winery & Resort uses NCR Customer Connect to track VIP outreach closely,

Email Marketing that Delivers

Messina Hof Winery & Resort shared the results of January–July 2012 email marketing campaigns to their VIPs. Here's success by the numbers:

- 12,194 emails sent
- 31% open rate
- $46,044 in sales

adding alternate emails or phone numbers to match customer communications preferences. That level of monitoring has paid off in higher product and event sales. As an example, Mr. Bonarrigo says that Messina Hof Winery & Resort has been able to achieve a 500% increase in harvest reservations with its email outreach, driving bookings from 160 to 800.

Sell Anywhere

Messina Hof Winery & Resort worked with NCR to set up its ecommerce operation – and couldn't be more pleased. "We experienced a huge boost when we implemented NCR Retail Online," says Mr. Bonarrigo. "We achieved a 40% gain in sales, due to the fact that we could manage our site more easily and the customer experience was so much better."

With NCR Retail Online, staff can enter and update POS data and have information, such as new items, prices or quantities, automatically reflected on their online store. In addition, orders placed online are downloaded as often as once per hour, eliminating the need to rekey data.

For more information, call 800-852-5852 or visit www.counterpointpos.com.

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