

Equus Run Vineyards Connection Tool:



Connect



RECORDS

2 - Why have you NOT joined the Landmark Wine Club at Boordy Vineyards?

Choose as many as you like:

- ☐ A Nobody has invited me to do so.
- ☐ B I find it too expensive.
- ☐ C It doesn't feature the wines I want.
- ☐ D I already belong to enough wine clubs.
- ☐ E I don't find a value for me in the member benefits.
- ☐ F I want something more exclusive.
- ☐ G Other

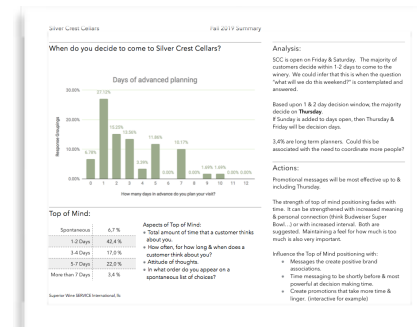
ASK



Silver Crest Cellars Results 1-4-2019

When I visit a winery, how important is being able to buy food for me?	The best way for Silver Crest Cellars to communicate with me	What other kinds of things are you interested in from Silver Crest Cellars?
1	1	1
2	2	2
3	3	3
4	4	4
5	5	5
6	6	6
7	7	7
8	8	8
9	9	9
10	10	10

Excel



ANALYSE



ACT



Measure

Question Path ERV 1:



1. How would you rate the ease of selecting and purchasing at the vineyard?

1. Comments based upon 3 response levels

2. What do you think about having facilities for children at the vineyard?

3. Zip code.

4. How can we best share with you what's happening at Equus Run?

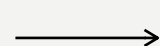
5. Is there something that we should know?

6. Photo upload

7. Email

Immediate "thank you" email sent & redirect to website main page.

(www.equusrunvineyards.com).



You determine what is in the email that motivates sales (now &/or later). Perhaps something in connection with the wine dash service?

7 Questions

INSIGHT*: Information beyond the obvious

Try it!



Example

Spreadsheet

Survey Link code for Facebook:

<https://swsi.typeform.com/to/HUqnot>

(Copy/paste into Facebook or as the code behind a Text Link)

Top of Mind
Email addresses
INSIGHTS*/Data
Resolution items
Compliments!
(eWOM)
Customer photos
Staff motivation



Superior Wine SERVICE International, llc
Kristofer SPERRY kristofer@swsi.info www.swsi.info
+49 0176 8747 3151 Mobile/WhatsApp