



eCellar™ Online General Store

Website storefront and shopping cart that captures the look and feel of your brand while delivering a best-in-class online shopping experience for your customers.

Feature	Benefit
Integrates into existing look and feel of winery web site	Maintains brand equity – utilizes existing website assets and customer familiarity with winery’s online experience.
Allows customers to purchase wine and update their customer account online	Increase direct sales with expanded channel and enhanced customer experience. Improve customer service and winery efficiency by ensuring customer account updates are recorded in real time and available across all channels instantly.
Orders captured online are viewable via Control Panel	Improve customer service and improve cash flows. Allows order management (tracking, editing, etc.) from anywhere, anytime
Unique ‘Continuous Presence’ shopping cart on every web page	Path to purchase is always a few simple clicks away for the visitor making shopping fast and easy yet not distracting from the site experience.
Single page checkout	Allows customers to easily manage their billing, shipping and credit card info; delay ship/pickup wine; choose alternate winery location for pickup; join wine club and get discount in real-time checkout (Wine Club Manager module required)