eCellar™ Wine Club Manager

Robust wine club manager designed to simplify the routine tasks associated with running your club so you have more time to devote to the important things—like building membership and growing sales.

Feature	Benefit
Simplified club manager tool accessed through central Admin Control Panel	Easily manage all aspects of wine club from anywhere at any time via any internet connected computer.
Unlimited number of club groups – winery determines tiers and subscriber groups.	Powerful marketing tool that allows winery to build clubs to meet the buying interests and habits of all their target customer groups.
Automated order generation and club billing	Routine tasks are scheduled in advance and run automatically increasing staff efficiency while boosting club sales and profitability.
Bulk processing of orders, fund capture and fulfillment processing	Simplifies all club sales activities. Reduces the time spent on routine back office tasks so more time is available to interface with club members and grow your business.
Create, modify, and cancel club subscriptions via Control Panel in real time	All club subscription information and orders are immediately included in eCellar central customer database and available for viewing through all channels – improves customer service and simplifies processing.
Modify orders after automated generation, adding or deleting products before credit card payment is applied	Gives winery total control to make changes right up until the payment is applied. Makes eCellar more flexible and forgiving than even the most up-to-date competitors which means easier processing, more efficiency and increased ROI.
One page Club transaction summary	See at a glance what the current status of all clubs in one easy-to-view page including sales, subscribers and other important metrics.
Set special ship rates for club runs based on number of bottles per shipment	Allows for more accurate shipping fees which benefits the winery and the customer improving profitability and customer service.
Set special club price for existing wine without having to manage discounts	Simplifies system resulting in fewer steps required to set up pricing, reduced error or inconsistent pricing.