

SUCCESS STORY:



A Case Study By Synchronworks Consulting

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SW SYNCHROWORKS
CONSULTING

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Project Details

Location:

Ontario, Canada

Project Scope:

E-Commerce Redesign

POS Migration / Integration

Project Launch:

2021 / 2022





Overview

When Rosewood Estates Winery first approached Synchronworks, their main objective was to align their digital and on-site sales strategy with the company's goals and rate of growth. The company operates as an award-winning boutique winery that offers a wide range of products and services to consumers. Through our partnership with Rosewood, we have delivered a brand-new e-commerce website, with performance metrics and analytics to support business growth and significantly increase overall sales revenue by using conversion rate optimization across the platform. In addition, we fully customized and set-up Shopify POS for the in-store Retail Division of Rosewood Estates Winery.

Opportunities & Goals

Based on our review of the client's goals and existing digital strategy and sales structure, it was evident that their current site was indexed on common search engines and was receiving a fair amount of traffic. However, review of their fragmented online and on-site sales system made it apparent that the company's inventory management and sales strategy needed a more unified, comprehensive, and modern approach.



We determined five key areas of opportunity, and as such proposed the following objectives:

AREA #1: E-COMMERCE

Objective: Plan and execute an online presence and strategy to maximize brand awareness, increase bookings and support sales through an optimized Shopify site.

AREA #2: USER EXPERIENCE & FUNCTIONALITY

Design a clean, modern website that delivers a seamless and engaging user experience to boost online sales.

AREA #3: CONTENT MANAGEMENT SYSTEM

Build a highly functional interactive CMS with an advanced custom function for managing both online and in-store operations of the Winery.

AREA #4: POS MIGRATION

Integrate and migrate from existing POS to Shopify POS PRO on premise, upload existing skus and migrate inventory for a more seamless and comprehensive inventory management strategy.

AREA #5: CUSTOM UNIFIED REPORTING

Build and analyze custom automated reports on sales, inventory, tax, customer, POS & more to determine future opportunities and critical shop metrics.



VISIT ROSEWOOD

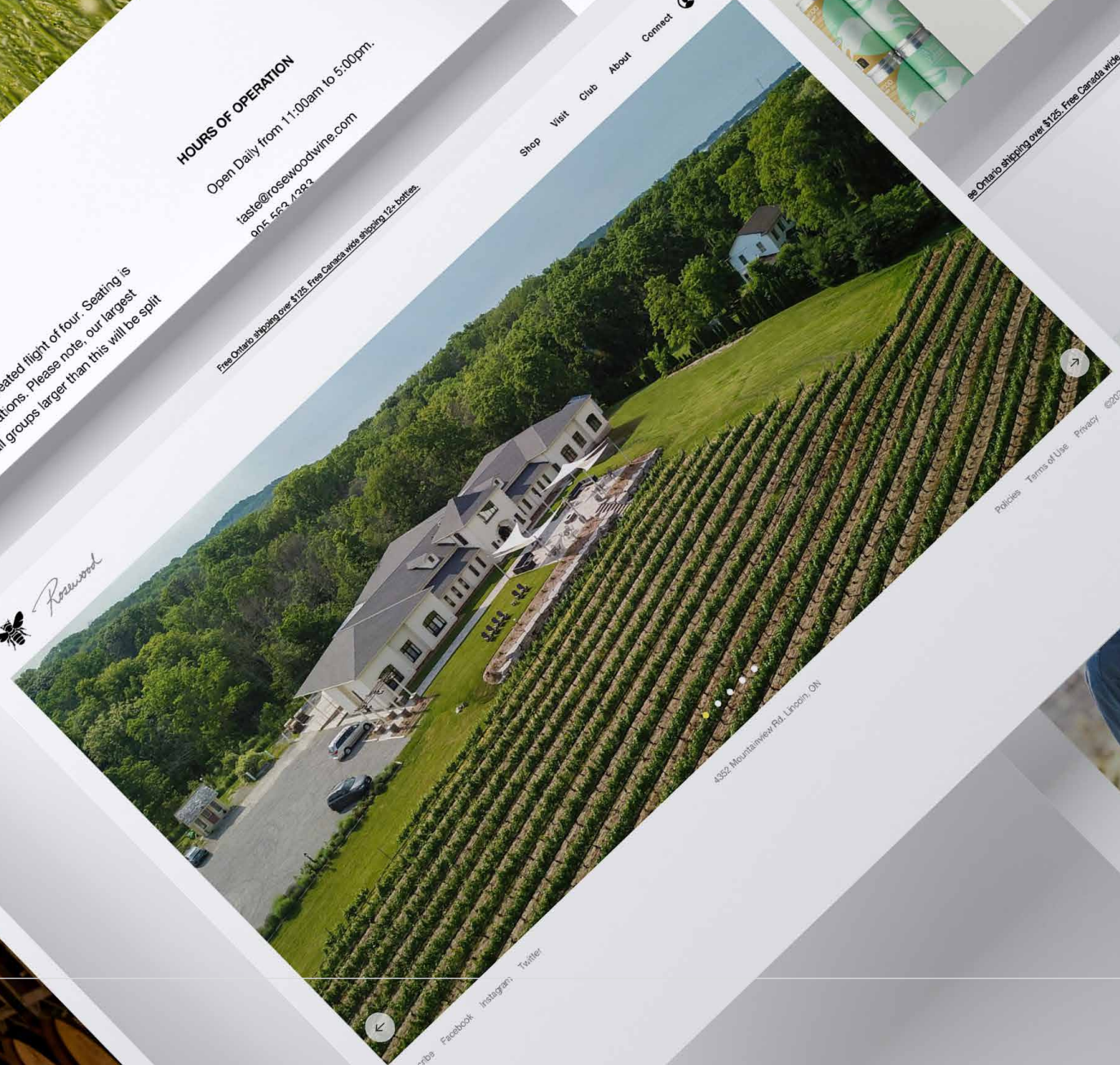
TASTINGS

All tastings are offered in a structured, seated flight of four. Seating is offered on a walk-in basis, no reservations. Please note, our largest table seats up to six guests and all groups larger than this will be split accordingly.

HOURS OF OPERATION

Open Daily from 11:00am to 5:00pm.
taste@rosewoodwine.com
915-552-7323

Free Ontario shipping over \$125. Free Canada wide shipping 12+ bottles.



4352 Mountview Rd, Lacombe, ON

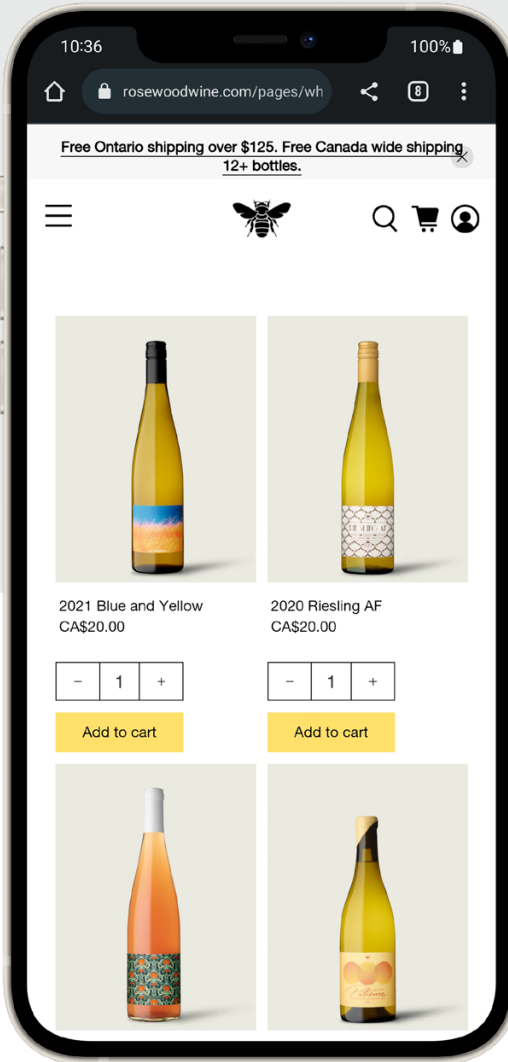
2021 Blue and Yellow Green nj

Add to cart

2020 Riesling CA \$20.00



Free Ontario shipping over \$125. Free Canada wide shipping 12+ bottles.



Outcomes

Winery experiences **4X boost** in gross sales in first quarter of project implementation.

“It was a pleasure working Synchronworks - the entire team is helpful and highly skilled. They present several options and path-of-least-resistance ideas to tackle situations as they arise flawlessly. We are very happy with the entire project completed by Synchronworks and look forward to working with them again in the future.”

William Roman, General Manager, Rosewood Wines

Outcomes

Rosewood Winery experiences

511% increase

in Q1 year-over-year (YoY) gross sales in first year of project implementation, as compared with a 111% increase in Q1 YoY gross sales in previous year (pre-implementation).

With the above objectives in mind, the Synchronworks team was able to build a user-friendly online experience for customers and a seamless on-site sales experience for staff. With both online and in-store sales now streaming into one cohesive POS system, Rosewood can easily manage its inventory and monitor sales across all sales platforms. The entire site experience has been tested from general browsing through to booking, media access, contact and message delivery notifications.

Through our work with Rosewood, we have delivered a brand-new e-commerce website, with performance metrics and analytics to support business growth and significantly increase overall **wholesale and online** sales revenue by using conversion rate optimization across the platform.

Since the launch of Rosewood's updated POS system and e-commerce website, the company has seen a dramatic increase in Q1 YoY gross sales as compared with pre-implementation Q1 YoY sales. The company's new digital strategy and system infrastructure are now able to accommodate for faster growth and scalability.



Interested in working together?

Let's talk about how we can help you harness the power of digital – and deliver real results.

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