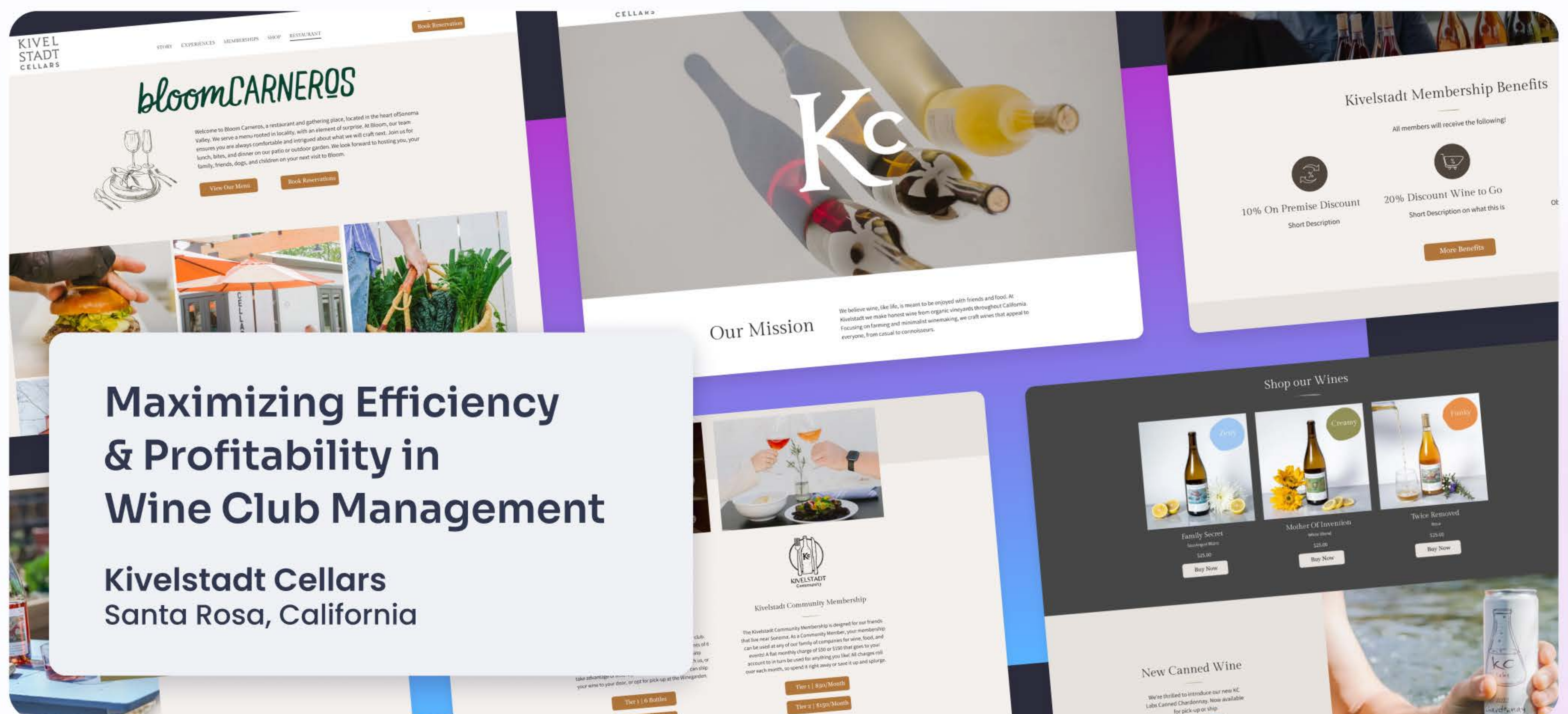




Maximizing Efficiency & Profitability in Wine Club Management

Kivelstadt Cellars
Santa Rosa, California

OVERVIEW

In response to the declining trend in direct-to-consumer (DTC) wine sales affecting brands across the US, Kivelstadt Cellars proactively leveraged Corksy—an advanced platform with sophisticated wine club management tools. This decision became critical following a strategic restructuring of roles, allowing the winery to excel amidst widespread industry challenges of decreasing memberships and changing consumer preferences. Corksy enabled the winery to navigate these challenges successfully, demonstrating the platform's capacity to significantly enhance operational efficiency and financial performance.

CLIENT INSIGHT

Reflecting on the transition, the client shared

"Initially, I jokingly blamed Corksy for increasing my workload. However, the reality was enlightening. Previously, managing the wine club demanded a dedicated staff member, a role traditionally filled based on personality rather than managerial skill.

Corksy's functionality allowed me to seamlessly integrate the management of the club with my existing responsibilities, significantly reducing the operational burden without compromising the quality of communication and member engagement. Although we faced a substantial number of membership cancellations, the cost savings and continued patronage through our e-commerce site facilitated by Corksy have resulted in a net gain, both financially and operationally."

CHALLENGE

The winery was confronted with two major issues:

1. The restructuring of the administrative wine club role to a more customer-facing position
2. A significant downturn in club memberships, with over 150 member cancellations, known in the industry as "the purge".

This scenario posed a substantial risk to the revenue of the wine club and highlighted the necessity for a more scalable and cost-effective club management solution.

OVERVIEW

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SOLUTION

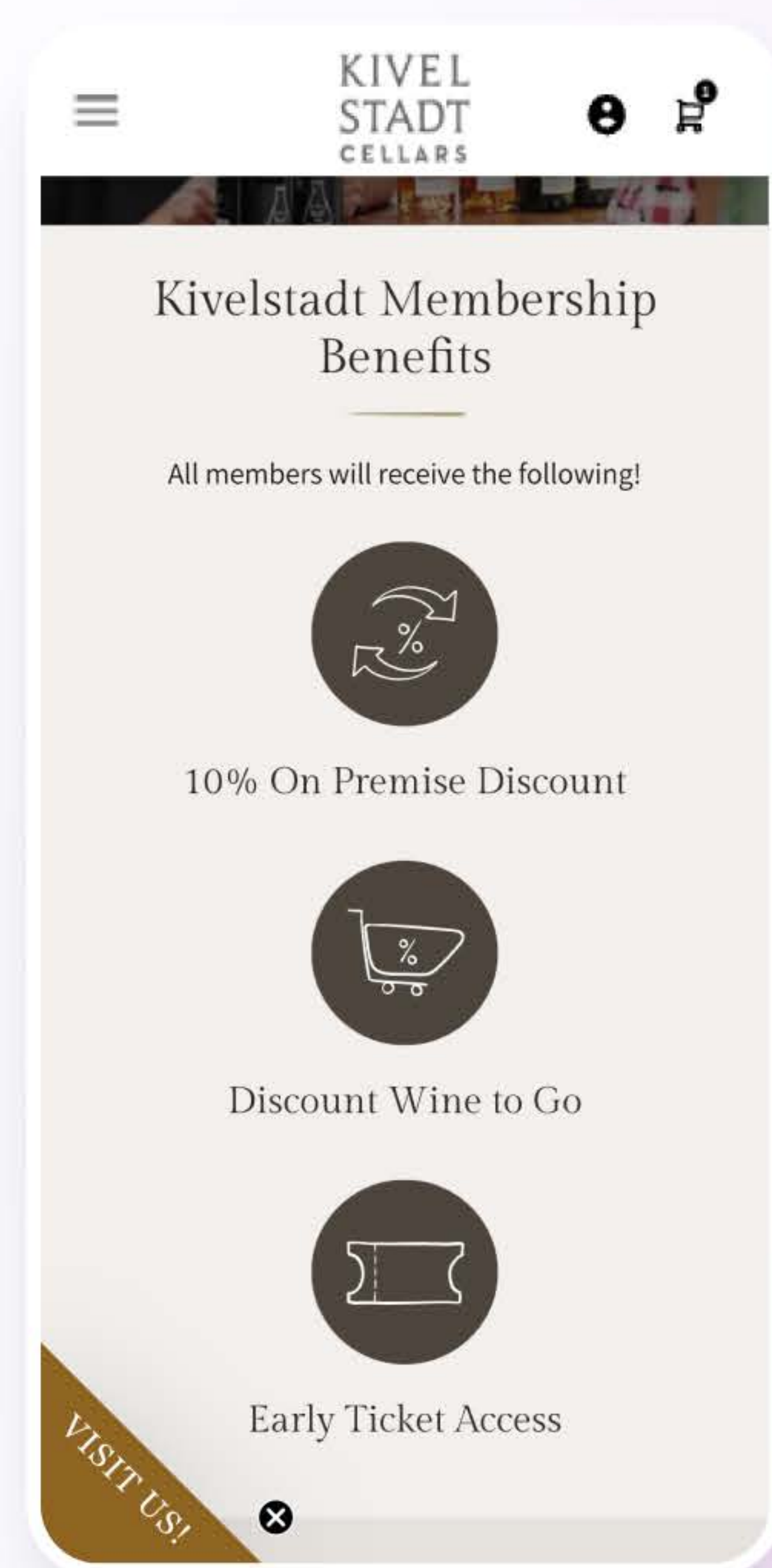
Corksy delivered a comprehensive response to these challenges:

- **Automated Club Management:** By automating administrative tasks, Corksy removed the need for a dedicated wine club administrator, enhancing the customer experience by restructuring that role into a customer-facing position.
- **Enhanced Member Communication:** Despite the high volume of interaction required during club processing, Corksy provided seamless communication with members, ensuring their continued engagement and satisfaction.
- **Flexible eCommerce Options:** Corksy's eCommerce capabilities allowed former members to remain customers, ordering at their convenience without the obligation of regular club shipments.

RESULTS

The adoption of Corksy led to impressive results:

- **Operational Efficiency and Cost Savings:** Restructuring the role of the dedicated club manager saved a significant amount annually, offsetting the potential revenue losses from decreased memberships at a time when DTC wine sales were dropping across the nation.
- **Net Financial Gain:** Despite an expected shortfall due to membership cancellations, the operational efficiencies and continued e-commerce sales resulted in a net financial gain of 160%.
- **Adaptation to Consumer Preferences:** Corksy helped the winery align with modern consumer demands for flexibility and convenience, retaining customer loyalty in a challenging environment.



CONCLUSION

Corksy is a vital tool for wineries that want to stay ahead in a changing market. It simplifies managing a wine club, keeps members engaged, and makes buying easier for everyone. This leads to lower costs and happier customers. As wineries face new challenges, Corksy is essential for those looking to thrive and grow.