



# case study

## macphee's

for the wine enthusiast

### Benefits

- A 'single view' of customer & product information
- Streamlined sales, customer service & marketing processes
- Centralised order management process & improved stock control
- Effective e-mail marketing
- Reduced paperwork & administration
- Improved customer service standards

### The Client

MacPhee's for the wine enthusiast (MacPhee's) is a successful and established wine business based in Melbourne, Australia. With the majority of their client base focused in Australia and New Zealand, it essentially provides four core services:

- Exclusive importer and distributor of EuroCave products (world leaders in wine cabinet & cellar conditioners manufactured in France), throughout Australia & New Zealand
- Offsite professional wine cellarage for clients with an established a collection
- Retailer of a wide range of quality wine accessories (including glassware, decanters, wine art and antiques, corkscrews, books & other wine gadgets)
- Specialist in custom designed cellars

### Situation

At the time, MacPhee's were managing five disparate customer databases, which provided for limited customer segmentation capability to individualise marketing & little data to analyse campaign outcomes.

Sales representatives & administration staff were using a predominately manual order management process (for instance, customer checklists were used to track order status). Customers were unable to view or purchase products on MacPhee's website.

MacPhee's objective was to improve their sales,

service, marketing, & order management processes & in turn increase their customer base.

### Solution

MacPhee's engaged Qdos Technology to provide a solution, consisting of 4 components:

1. Implementation of Qdos Customer Relationship Management (CRM)
2. Implementation of Qdos Order Management & Fulfilment
3. Replacement of MacPhee's corporate website with a Content Management System (CMS) with eStore Capability
4. Implementation of the Qdos Point Of Sale (QPOS) Touch Screen solution for their retail showroom

This integrated solution provided MacPhee's with the ability to improve relationships with customers at each point of contact & staff (at different sites) with access to customer & product information.

### Implementation of Qdos CRM

Qdos Technology implemented Qdos CRM, comprising Sales, Customer Service, Marketing & Event Management functionality. The solution integrated all customer information into a single, shared database repository. Sales, marketing, administration & warehouse staff at all sites now have real-time access to up-to-

## SOLUTION OVERVIEW

### Customer Size

10 Employees

### Software & Services

- Qdos Customer Relationship Management (CRM)
- Qdos Order Management & Fulfilment
- Qdos Point of Sale (QPOS)
- Qdos Content Management System (CMS) & eStore

### Vertical Industries

- Wine Storage & accessories
- Retail
- Importing & Exporting

### Country/ Region

Australia & New Zealand

### Project Timeframe

4 months

date client details. Now staff can send client e-mails, log client activities such as 'brochure sent to client', schedule future tasks & log details of client conversations.

MacPhee's can now produce advanced client 'profiling' or segmentation, providing Targeted Marketing management. Campaigns can be created quickly by simply selecting the target group & adding the communication message. MacPhee's can track which clients have read their campaign e-mail or accessed their eStore.

### **Implementation of Qdos Order Management & Fulfilment**

Qdos Order Management & Fulfilment has automated & streamlined MacPhee's order management. Quotes & orders are created in significantly less time & e-mailed to clients. Staff can view allocated products & product availability at each warehouse. The Warehouse Manager accesses, in real time, the list of approved orders to be dispatched (along with picking slips, delivery dockets & tax invoices). Staff can check the status of orders on-line to respond to customer enquiries.

“

**One of the reasons we chose Qdos products was because they're all integrated, so that customer information from our offices, website and retail store is stored in one database, helping us to make more accurate and informed business decisions.** ”

Tania MacPhee, Marketing Manager, MacPhee's for the wine enthusiast

The Qdos Order Management & Fulfilment solution improved product catalogue management & stock control. The meta-product list is maintained & utilised for web, retail store & showroom channels. This single-edit process for amending product price (etc) has greatly improved efficiency & transparency.

### **Replacement of MacPhee's corporate website with a Content Management System (CMS) with eStore capability**

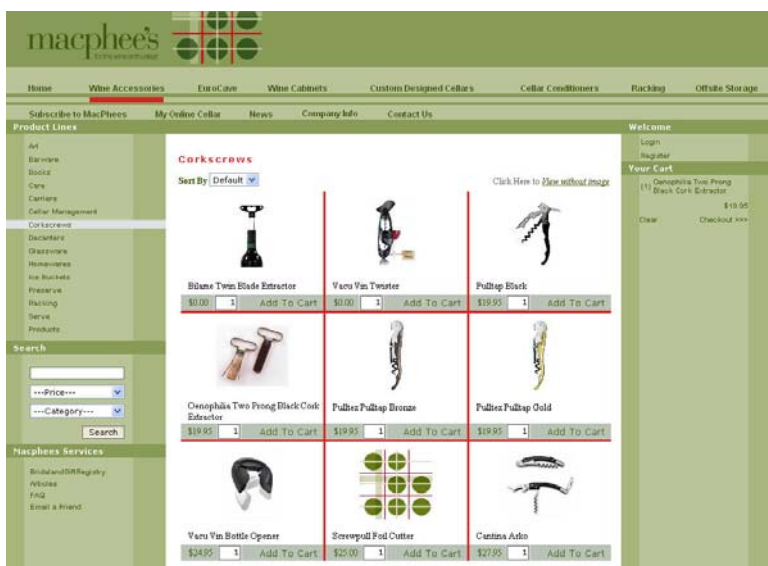
Qdos Technology provided a Content Management System (designed by MacPhee's with their brand & identity), including eStore capability. Clients can now access the MacPhee's

website & view all products & services. Clients can select products, add them to a secure shopping cart, view order confirmation & shipping details & make payment securely on-line.

The key benefit of the CMS is that MacPhee's staff can easily manage their entire website. Staff can change a product price, remove a product, change their company profile, & so on. MacPhee's eStore is connected in real-time with Qdos' CRM & Order Management & Fulfilment application, providing a single view of all sales orders (placed via the eStore, phone, at the showroom or other channels), stock levels, product availability & customer information.

### MacPhee's new website

A Content Management System with an eStore



### Implementation of the Qdos Point Of Sale (QPOS) Touch Screen solution

Qdos Technology installed the QPOS solution in MacPhee's new Melbourne retail outlet, dedicated to the sale of quality wine accessories. Due to the intuitive touch screen technology, transactions are processed very quickly. Staff search for & select the items (by barcode, product search or product groups) & process payment by cash or credit card.

The QPOS solution is connected in real-time with Qdos CRM & Qdos Order Management & Fulfilment applications, providing a single view of all client information & sales orders. The QPOS system enables MacPhee's to work offline when required, synchronising once online.

### For more information please contact:

Corporate Communications  
info@qdos.com.au