



IN COLLABORATION WITH **WISE**

Hess Persson Estates connects \$72,000+ in sales to their use of RedChirp's text messaging platform in first 60 days.

Hess Persson Estates uses text messaging to convert prospects, deepen customer engagements and drive new revenue channels

Hess Persson Estates is recognized as one of the premier family-owned and family-led companies in the world of wine, and it stands committed to pushing boundaries and elevating standards to craft wines of distinctive character.

Each of the family's portfolios of wine – The Hess Collection on Mount Veeder and the Lions Head Collection of Napa Valley— are known for producing highly acclaimed luxury red wines, committed to sustainable farming and winemaking practices.

Always looking for new and innovative ways to reach prospects and convert sales, Hess Persson engaged with RedChirp. This text messaging platform is rapidly building a following among Napa Valley wineries of all sizes.

RedChirp allowed Hess Persson's DTC team to interact with prospects and customers in a uniquely accessible and direct way. This superior experience delivered increased visits, sales and memberships, as well as deeper engagement with existing customers.

“ We've been able to draw a direct connection between RedChirp and improved wine sales.”

Ray Marcinkowski
DTC Ecommerce Director



“ Giving our customers the ability to connect with us in real-time without having to call us has allowed us to be more responsive and provide improved customer service.”

Ray Marcinkowski
DTC Ecommerce Director

Using Inbound Texting to Increase Engagement and Sales

Hess Persson began inviting prospects to text with them by adding RedChirp's intuitive webchat to their site. Prospects started using it right away and it was easy for the DTC team to reply and engage in helpful text conversations arranging winery visits, answering questions, and building relationships. More than 450 web chat requests delivered compelling results in just the first 60 days:

- **Prospects who initiated text conversations through web chat went on to place 116 orders worth more than \$72,000.**
- **These customers ranged in age from 27 to 80, with an average age of 56.** So much for texting being exclusive to younger customers!
- At a time when 81% of consumers in competitive situations are likely to do business with the first one that gets back to them, RedChirp made it easy for **the Hess Persson team to respond to more than 90% of all inbound text requests in 15 minutes or less.**
- **56% of these prospects wanted to reserve a winery visitation and tasting,** one of the best sales conversion opportunities in the industry.



Faster and More Responsive Communication with Outbound Text Campaigns

Pleased with the success of the inbound text engagements, Hess Persson's team started conducting outbound campaigns in August and September to more than 900 current club members. Here's what they found:

- When reaching prospects and customers is more challenging than ever, **100% of all outbound text messages were delivered successfully.**
- **More than 1 in 4 customers responded proactively to messages about expiring credit cards or failed transactions,** streamlining a time-consuming administrative activity for the DTC team.

Driving Insights and Efficiency With Redchirp's Commerce7 Integration

The DTC team quickly realized that text messaging was going to become a major and much-loved communication channel. To streamline their own workload and gain better insight into their relationship with each customer, the team at Hess Persson worked with RedChirp as they built and launched a new Commerce7 app.



We loved RedChirp even before the Commerce7 integration, but now we're even more excited because we can access the conversations directly in our CRM, giving us better insight into how our customers communicate with us.

This integration has provided our team with incredibly dynamic tools to deliver best-in-class customer service."

Ahna Jotter
DTC Manager

To find out how RedChirp can help you delight your prospects and customers, deliver superior customer engagements, and create new sales and membership opportunities without adding to your team's workload, visit RedChirp.com.



This case study was produced in close collaboration with WISE.