



IN COLLABORATION WITH **WISE**

Cuvasion Winery takes hospitality to a new level using RedChirp’s text messaging platform to become easier to reach, quicker to reply and more communicative.

Los Carneros winery improves sales and customer experience with text messaging

Cuvasion Winery has been producing small lot, vineyard-driven wines using a handcrafted winemaking approach since 1969—the majority of which are sold through on-premise purchases as well as four distinct club memberships.

Looking for better ways to engage prospects and nurture relationships with members, Cuvasion partnered with text messaging platform RedChirp. RedChirp provides a much more immediate and natural way of engaging with customers while simultaneously streamlining their busy DTC team’s workload.

Because RedChirp transitions web chat requests to text conversations, the Cuvasion team could continue answering questions, booking reservations, and building relationships even after customers left their website—something their previous application wasn’t capable of.

Replacing their existing webchat with RedChirp was easy, and the Cuvasion team felt comfortable using RedChirp’s intuitive cloud-based platform in less than 30 minutes.

“With our old web chat, we had to be sitting at our computers to know if one came in. If we missed it, there was no way to talk and follow up later. RedChirp is so much more useful! We can reply from our phones no matter where we are and reach people even after they’ve left our site.”

Kelly Murray, Wine Club & Hospitality Manager



“People really like the fast response. They say ‘Thank you, it’s great!’”

Brendan Finley, Estate Director

Engaging Prospects with Inbound Texting

RedChirp web chat made it quick and easy for customers to initiate text conversations, helping Cuvaison improve responsiveness with better tools instead of extra labor. In the first 60 days:

- **62.9% of all inbound text opportunities were resolved in less than 15 minutes, and 82.4% in less than 30.**
- **More than 30% of these inbound opportunities wanted to purchase wine or join a club,** directly driving sales that may not have been closed through other means.
- **1 in 3 inbound engagements occurred outside of business hours.** These web visitors received an automated text message confirming their request was received and setting expectations of when the team would be available to reply. The Cuvaison team was proactively notified of any requests still pending the next business day.

Nurturing Existing Relationships with Outbound Text Campaigns

After experiencing immediate success with inbound text requests, Cuvaison was ready to expand their use of SMS to proactive outbound campaigns too. They used RedChirp's bulk texting feature to contact 820 members that hadn't yet opened their September shipment email reminder.

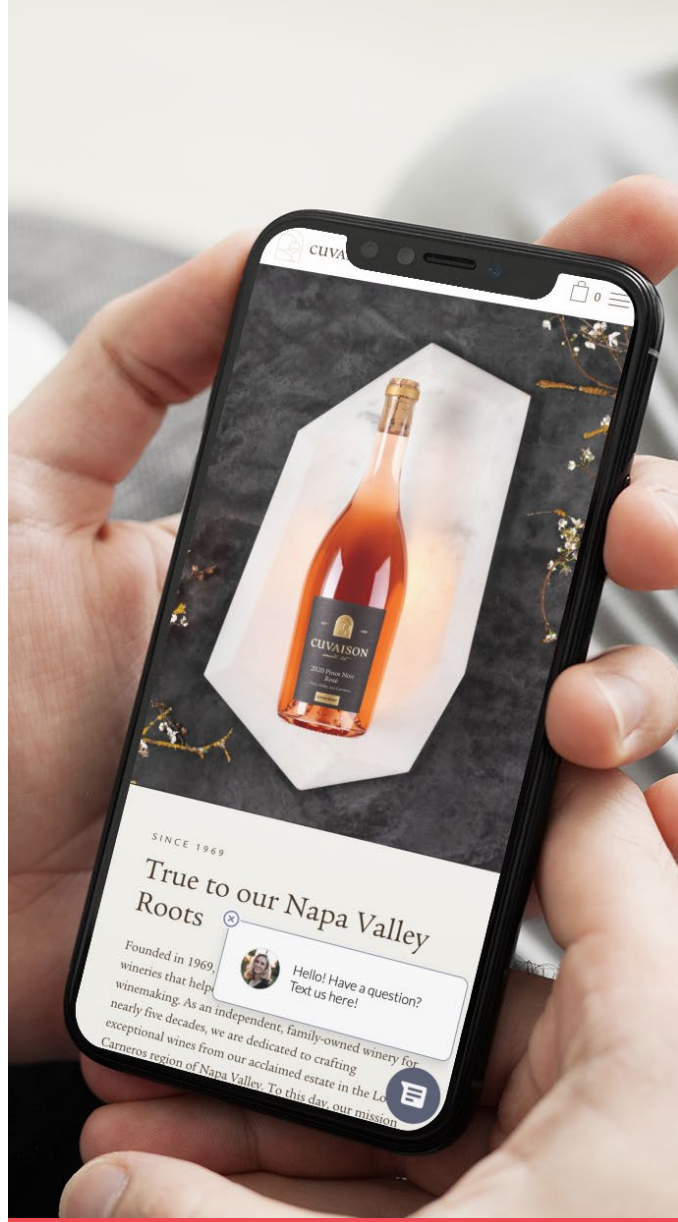
Replies came back immediately, as members updated their shipping address or payment method—avoiding time consuming delays and processing errors—while others added wine to their shipments.

Here are some of the metrics Cuvaison captured with 5 outbound campaigns:

- **99.90% of all outbound text messages were delivered successfully.** This far surpasses success rates for email, phone and other marketing channels.
- **39.83% was the highest response rate**—this was a campaign to members with failed transactions.

Cuvaison relied on RedChirp Payment Requests—a secure platform that allows customers to enter their payment information using a link provided by text message—to make collecting payments more secure and streamlined for all involved.

- **35% of Payment Requests were for one-time payments and 65% for subscriptions**
- **94% of all payment requests were completed by their customers within one day**



I'm so happy – **41 less calls to make!** I actually received 4-5 incoming calls and made some wonderful connections.”

Tracey Boyer,
Wine Club and Outreach Specialist

To find out how RedChirp can help your winery with sales, club communications and relationship building — improving your responsiveness, engagement and service without adding staff and workload — visit RedChirp.com.



This case study was produced in close collaboration with WISE.