Creating a full order flow for wine distributor and retailer

The Oxford Wine Company has multiple sales channels and processes, which their Operations Director John Chapman wanted to connect better. This includes **Sage accounting**, shop tills with an **EPOS** system, online sales, and fulfilment.

A bespoke system connecting these elements is **more efficient** and seamless, and creates a **real business asset** in a centralised process. Read on to find out how we help the Oxford Wine Company:

Improve sales with customer features

Add business value with complete sales management

Constantly improve and adapt a business asset

Independent

Keep control of your website with open source code and notes to help future developers.

Improve sales with customer features

Put customers in control to encourage sales

Like most of our online shops, Oxford Wine Company's website has a range of features that make life easier for customers and **encourage more sales**. Repeat customers can register and login to the website to save their contact details, store favourite products on a **wishlist**, and make purchases even quicker.

Product browsing and purchasing is made easier with the ability to **search by wine style**, country, price and type. And customers can filter the product results (much like Amazon) to their own unique shopping list. Sales are encouraged with **special offers, vouchers and discount codes**. All of which is backed up by a bespoke shopping basket and checkout process, with **secure card payments provided by SagePay**.

Add business value with complete sales management

Connecting to Sage accounting for up-to-the-minute stock

The Oxford Wine Company's bespoke system uses **Zynk** to connect their **Sage** accounting software to the website. Sage holds stock data and product information, which is sent to the website. Website and shop sales are sent back to Sage to update orders and customer records. So Oxford Wine Company are always up to date, **without lifting a finger**.

When sales are received online, the system creates an instant PDF dispatch note including a **unique barcode**. When the barcode is scanned as the order leaves the warehouse, the order status is updated online.

Management of business and customer data

A dashboard for the wholesale **sales team** lets them view and manage customer leads to generate sales. **Management users** can see and edit everything, including **sales analysis** and **stock reporting**.

Secure login with different user types means each member of staff can have a different view of the system. Having worked with hundreds of online applications, we have developed a framework to quickly create standard features like these. Our clients get more functionality for **less cost and time**, and we can focus more on the areas that need to be unique.

Constantly improve and adapt a business asset

With bespoke software you'll never need a new system

Like most of our client relationships, our work with Oxford Wine Company started with an initial project that just **kept growing**. This was supported by our pro-active consultancy and experience from other clients. Bespoke software **grows with your business**, so you'll never to buy software again.

Oxford Wine Company keep working with us to make sure their online software grows with their business and customers. The current website is a **fundamental asset** of their business, used by customers and staff **every hour of every working day**.

About Oxford Wine Company

Oxford Wine Company has roots back to 1840 with a specialist shop in Oxford, and now sell wines to wholesale customers, on their website and from their very popular Wine Cafe.

Benefits

Add **real business value** with a comprehensive online solution that underpins the whole business

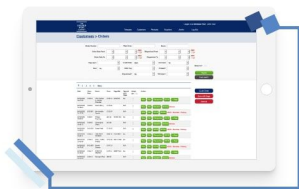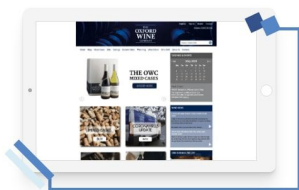**Save time** with automation, by letting customers do some of the work, and simplicity

Save money with a complete bespoke system - **no licence fees, training costs, or support contract**

Happier customers and ultimately **more sales** with features that make every stage simple

"A very pro-active company who tailored their work exactly to suit our bespoke requirements on budget and understanding. No job too small, and easy to understand **- no techno babble**. We will be using them again."

John Chapman,
Operations Director
Google 5 stars rating