

a customized approach to the ecommerce experience

How North Carolina's largest wine distributor revolutionized the digital purchase experience with personalized wine buying.

Winestore partnered with andculture to create a user-friendly, mobile responsive point-of-sale system that would not only integrate with the existing ERP and CRM systems, but would also allow for user profiles, customizations, and filtered suggestions.

APPROACH & SOLUTION

andculture used a collaborative human-centered design approach to align expectations and consumer needs with functionality. Combining market research and competitive analysis with user personas and journey maps equipped our engineers with the necessary data to design a digital experience that is un-intimidating and tailored to each unique customer.

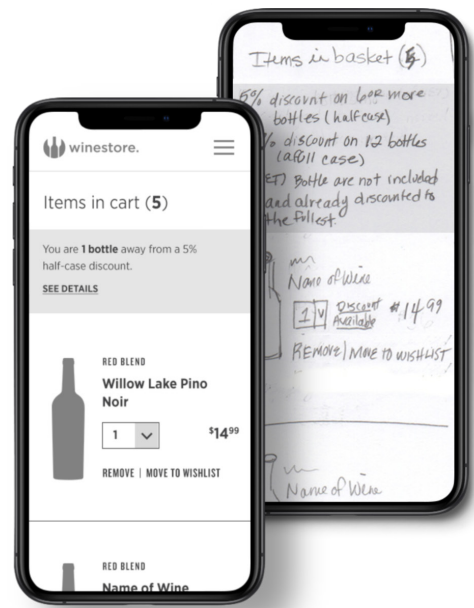
- Online brand creative and digital product catalog
- Dynamic search and configuration
- Custom API integrations for inventory, purchase, and shipping
- Automation of communications
- Multiple delivery options including curbside pickup

A NEW REALITY

Winestore provides a new level of digital engagement with personalized experiences that satisfy everyone's palate and wallet. Winestore has experienced significant growth, expanding from a single brick and mortar store to multiple retail locations and a strong online presence.

6x
ROI IN
SIX MONTHS

+30%
IN ANNUAL
REVENUE



I've worked with andculture for more than 15 years. In that time we've made the leap from start-up to the largest wine distributor in North Carolina. andculture's work has been critical to reinventing the experience of wine purchasing and building the tools that have allowed us to exceed customers' expectations. We completely redesigned the customer online journey in late 2019 and that investment was exceptionally well timed and executed, leading to significant growth in 2020.

**MATT HARTLEY, CEO
WINESTORE**

andculture is a design firm. Rather than a prescribed solution, we focus on defining the problem first. We ask the right questions to identify the root cause of business challenges. Our human-centered approach equips our team of strategists, designers, and engineers with an intimate understanding of the core truth of your brand. We lead future innovation and transformation goals with continuity and consistency from ideation through execution. From strategic design and marketing campaigns, to custom development and advanced business intelligence, andculture is dedicated to creating new realities.



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