



Annex Cloud + NetSuite

Joint Customer Win Story: Applejack Wine & Spirits

Background

Applejack Wine & Spirits has been serving Colorado for over 60 years with two retail locations and their ecommerce site. They are the most comprehensive wine and specialty liquor retailer in Colorado. In addition to hard-to-find wine, liquor, and craft beers, Applejack Wine also provides drink recipes and everything you need for private or corporate events, including planning assistance and a concierge service.

Requirements

Technical Requirements:

- NetSuite SCA
- NetSuite ERP
- SuiteRetail POS
- Constant Contact

Loyalty Program Goals:

- Omnichannel loyalty experience
- Building loyalty around their world-renowned customer service
- Capture more customer data for more focused marketing efforts
- Create more 1:1 customer experiences
- Enable more customer engagement without discounting
- Drive more business to the ecommerce site
- Increase KPIs/Metrics (i.e. AOV, repeat purchases, etc.)

Applejack Wine's Path to Annex Cloud

With the recent changes in Colorado state laws opening up grocers to offer the same products and services, Applejack Wines understood the challenges to their business. They see offering an innovative loyalty program to engage customers as their competitive differentiator. The project was driven from the top as their CEO was tasked by their investors with making customer loyalty a reality. Annex Cloud worked closely with the CMO during the discovery phase. A solution validation session happened with the entire AppleJack team, including their investors. It then progressed to validate the technical integrations with their NetSuite systems through multiple technical calls. The CMO gave a verbal Annex Cloud was the selected vendor. However, the project was temporarily halted due to the impact the pandemic had on their business. They successfully transitioned their business to include curbside pickup and their ecommerce business increased substantially.

Solution:

Annex Cloud's Loyalty Experience Manager is the solution chosen by Applejack Wine & Spirits. Tight integration with NetSuite is a significant advantage for enabling a robust omnichannel loyalty program to drive deeper engagement through non-transactional rewards. The Top Shelf Loyalty Club successfully launched and gives Applejack Wine & Spirits insights to grow even deeper bonds with their customers, increase their online business, and remain at the top of their industry.

