Overview

Microworks **Wine Direct 4.1 is a completely integrated** industry-specific solution for managing your tasting room, direct sales, customers and inventory.

Sales & Fulfillment is Wine Direct's base module and provides all the tools necessary to fulfill customer sales, track customer purchases and provide sales & customer reporting.

Customer List Management

With the list management tools, you have a dynamic database allowing you to segment your customer list to target exactly the type of customer you are looking for.

Shipping & Fulfillment

Wine Direct offers the flexibility and strength needed to satisfy all your shipping and fulfillment needs including complete integration with ShipCompliant.

With delivery address verification, drastically reduce the number of returned shipments. Select what and when to ship by state to retain those packages you are unable to ship due to permit or weather conditions.

Track Customer Purchases

View all your customers' purchases at the cash register or from the back office. See what they bought and when; in the tasting room, over the phone, a wine club shipment or on the internet. See if the order was picked up, carried out or shipped.

Features

- Customer List Management
- Targeted Campaign Management
- Integrated Email Broadcast w/Mail Merge
- Contact Management & Reminders
- Product Identification
- Inventory Allocations
- Sales Invoicing
- PCI Compliant Payment Processing
- UPS, FedEx, and Fulfillment House Integration
- Chart of Accounts
- QuickBooks Accounting Interface (and others)
- Management Sales and Reporting
- User and Group Security
- State Based Direct Shipping Restrictions/Limits
- Tracks Instate/Out of State Sales Tax
- Automatic Ship Rate Calculations

Targeted Marketing Campaigns

Segment your customers and market to their preferences. Utilizing Microsoft Office, send directly to your customers in MS Outlook or export the list to an external mail service.

Microworks WINE SOFTWARE

Call us today for more information (707) 224-9620
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