

## Overview

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

The **Wine Club** add-on module manages multi-tier wine club programs and memberships and provides automatic order creation, batch billing and fulfillment.



## Multi-Tier Wine Club

Track multiple wine club programs such as reds, whites, mixed, bi-monthly, quarterly, etc... Wine Direct can manage any number of wine club programs.

## Membership Management

Keep member information up to date, ensuring accurate billing and shipping information is always being used. Set subscription start/stop dates, mark gifted memberships with optional gift card. Specify whether a member is a pickup or ship member. View purchase history, preference for shipments, how long they've been a member. Use this information to contact them about events, promotional sales, or targeted marketing campaign.

## Batch Order Creation

Wine Direct makes it easy to create orders and bill your wine club shipments. Simply set your shipping rates, select the products to include and click the mouse and you're done! Create pickup or ship orders only (or both). You can also create orders for a specified state, join date, or custom criteria.

## Features

- Subscription Management
- Membership Management
- Ship or Pickup
- ShipCompliant Integration
- Convert to Ship for Pickup Orders
- Gift Membership Recognition
- Special Handling Reminders
- Specify Gift Cards with Message
- Pro-active credit card expiration date maintenance
- Cancellation tracking with reason
- Commissions reporting
- Track sign ups by sales rep
- Automatic Order Creation
- Batch Payment Processing
- Membership Analysis Reporting

## Payment Processing

Processing credit card orders is a snap with Wine Direct. Simply select the group(s) of orders to authorize and click the mouse button to get instant authorization with results. Manage expired credit cards by proactively sending emails / postcards to members whose cards will expire based on a month/year entered.