

NORTHERN × PELLER ESTATES



Toasting to Success with Magento

Andrew Peller Limited partnered with Northern Commerce for an ambitious Magento 2 implementation to create an innovative, user-friendly online booking and itinerary management system to improve their omnichannel customer experience.

Andrew Peller and Northern Commerce collaborated to rebuild the event management system from the ground up to offer customers an improved reservation experience.



Keeping up with demand.

The Client

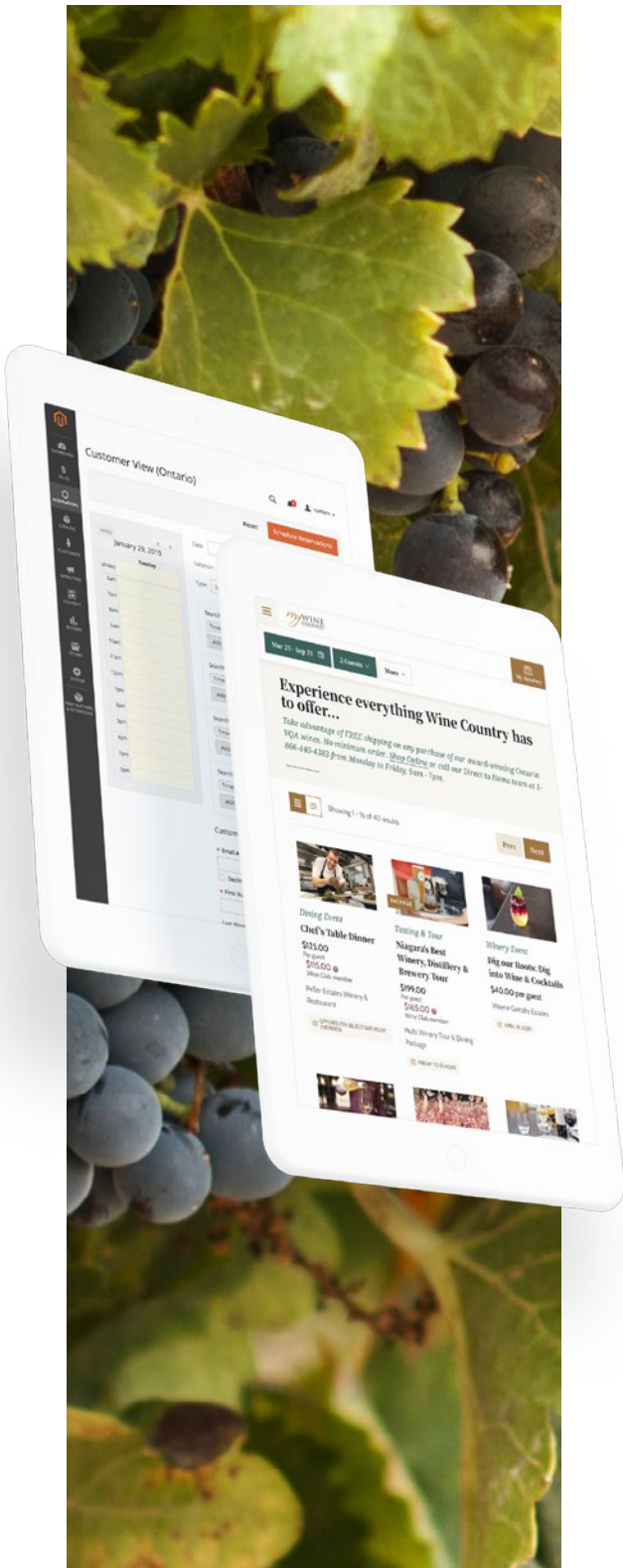
Offering award-winning wines, tours and tastings, and dining events at their wineries across Ontario and British Columbia, Andrew Peller is one of the most recognizable names in the industry. Owning seven premium wine brands and hosting over 280,000 tours per year, the demand for their wine experiences is booming.

The Challenge

With multiple events across a number of wineries and a high volume of customers creating reservations, Andrew Peller's guest service team struggled to track event changes and communicate updates to customers. With extensive demand, they needed a custom solution. Andrew Peller teamed up with Northern Commerce to completely rebuild the system to offer a smooth reservation experience.

The Strategy

Northern Commerce leveraged Magento 2's capabilities to create an easy-to-use framework called My Wine Country—creating a custom itinerary management system into their eCommerce experience. Magento 2 allowed Northern Commerce to custom-design an administrative dashboard to allow guest services to make specific updates to bookings—including VIP accommodations, digital guest check-ins, and automatically communicate reservation numbers to restaurants and tour guides. This greatly improved efficiencies in managing, communicating, and promoting events. Additionally, the shopping experience was revamped to a more intuitive solution for customers to book what they need and receive helpful post-purchase updates.



How We Did It



Implemented the ability to create and manage package events which could be added to a customer's itinerary.



Built a transparent system for the guest services team to see a customer's itinerary and help with day planning and checkouts.

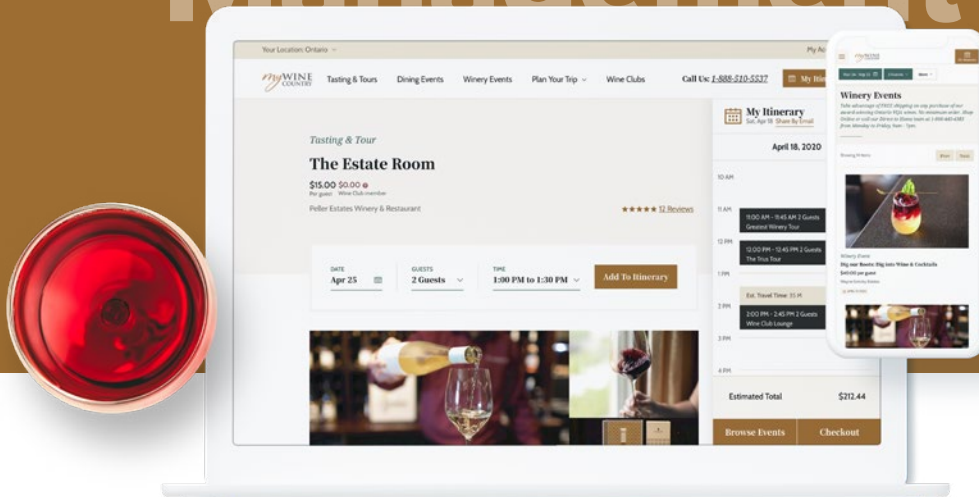


Designed an agile event management system, that includes automated updates to customers.



Integrated Givex capabilities to promote and maximize cross-selling between the multiple winery estates, online sales, and bookings.

Custom Itinerary Management



The Results

“Northern Commerce knows what they’re doing with digital marketing and eCommerce. They delivered according to our complex specifications and they’ve been nimble with change requests. From a technology standpoint, they’ve been great. Everything was on time and within budget. They’re always willing to jump in and take new initiatives or discuss any problems we’re having. They care about our success, which we appreciate — and we’re looking forward to our next project together.”

CHRIS CARUK

Peller Estates

113%

INCREASE IN MOBILE RESERVATIONS

132%

INCREASE IN MOBILE REVENUE

28%

CONVERSION RATE INCREASE

17%

INCREASE IN NUMBER OF RETURNING VISITORS

Looking for these results?

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