

Industry

Wine Making
and Retailing

Services

Salesforce OMS Integration
Sales Cloud Integration
User Experience Design

Coastal Vineyards

Our client, Coastal Vineyard is a California based family owned and operated Vineyard which specializes in making boutique wines.

With an exquisite range of red and white wine product lines made from fine grapes, Coastal Vineyard quickly grew a fanbase of loyal wine connoisseurs. This was when they decided to place their secret recipe to a larger audience.

Challenges

- ▶ With the increase in our client's product line our client started facing challenges in seeing the inventory levels across various platforms.
- ▶ Order fulfillment became a time-consuming process due to lack of visibility between the Sales and Inventory management teams.
- ▶ Increased Customer footfalls became a cause of concern from the user experience standpoint.



Solution

IMPLEMENTATIONS order management

INTEGRATIONS sales cloud service cloud



Result

70%
Increase in
order fulfillment

57%
increase in sales
due to increased
inventory visibility

3x
increase on the
website visitors

Contact Us

info@etg.digital

+1 469 666 1119

www.etg.digital

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