

BevMo!

The Company

BevMo! is the leading alcoholic beverage-lifestyle superstore retailer in the western United States and among the largest in the country. With over 90 stores, typically 10,000 square feet, in well-trafficked retail areas in major metropolitan markets throughout California and Arizona, BevMo! provides a uniquely friendly and welcoming environment for competitively priced alcoholic and non-alcoholic beverages and “goes with” products such as specialty foods and snacks, cigars, glassware and related bar and wine accessories.

The Challenge

“We are always looking for new and innovative ways to improve the BevMo! customer experience. We heard from our customers that finding the right product can be a challenge from such a wide selection of wine, beer and spirits. Regarding our ClubBev! loyalty program, there is a need to simplify the sign-up process and enable customers to access their earned rewards. In doing so, we would reduce administrative expenses while providing valuable customers with immediate savings while they shop”, said Mark Ryan, Director of Marketing for BevMo!.



BevMo! came to Wine Market Assistant and NCR with two distinct challenges:

- ❑ How to continually educate their customers and associates on the thousands of wine, beer and spirits available in each BevMo! store. The beverage industry is continually introducing new and exciting products – and each year brings a new vintage of wines.
- ❑ How to increase customer usage of their ClubBev! Rewards. Customers earn rewards by using their ClubBev! savings card with each purchase. Each time a customer reaches a certain threshold they qualify for a one-time use ClubBev! Savings Reward good for 5% off their purchase.

When a customer shops and redeems a Savings Reward, the size of their basket is significantly larger.

The Solution

BevMo! contacted NCR for a complete kiosk solution. They were looking for a full service provider that could provide the following:

- ❑ **State of the art hardware including scanning and printing**
- ❑ **Kiosk software for product information and loyalty cards**
- ❑ **Hosted content management and distribution to update and monitor the kiosks**
- ❑ **Content repurposing to take their existing web catalog and make it work on a touch screen in the store**

NCR and Wine Market Assistant introduced the NCR 17" 7404 Advantage Kiosk with the integrated scanner and printer and the Wine Market Assistant software – Powered by ReadyTouch.

With BevMo! specified changes to the user interface and data mapping from their hosted web e-commerce site, the solution was up and running in less than 60 days.

Solution Benefits

The kiosk is being used very heavily. Each month over 1,500 shoppers come up to the kiosk for information. They print out over 600 rewards certificates. And over 250 new ClubBev! members sign up each month.

"The kiosk has effectively enabled our customers and sales associates to locate and research product, and make purchase decisions. Initial customer response to its overall ease-of-use and new in-store accessibility to ClubBev! Rewards has been tremendous", says Mark Ryan, Director of Marketing for BevMo!.

The solution provides detailed information on the wine, beer and spirits with updated inventory and pricing lookup from each kiosk.

The kiosk allows customers to print their BevMo! Rewards Certificates in the store. New customers use the kiosk to sign up for the BevMo! loyalty card qualifying them for an instant Savings Reward.



For more information, please contact:

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Solution Partner