The Chicago Wine Company is one of the most established and trusted fine wine merchants in the US.

First NetSuite implementation: 2007- 2015
Reimplemented: 2017

Industry: eCommerce, Auction

SIP HAPPENS

The Chicago Wine Company (TCWC) found their first journey on NetSuite from 2007-2015 to be cumbersome so they tried Aplicor. Aplicor was a lot cheaper, and they promised the moon but did not deliver on so many levels. It did, however, uncover that they needed to go back to NetSuite as Aplicor went under and gave them a 30-day notice. Panic-stricken they called goVirtualOffice to help with the reimplementation of NetSuite.

When they came back to NetSuite in 2017, GVO was great at thinking through some of TCWC's headaches, such as customer inventory records and shipping inventory twice.

When TCWC joined the BOOST managed application services they were looking for a few tweaks and process improvements. Each day they started uncovering more laborious tasks that could save them time and in the end money.

The Chicago Wine Company now has one person to reach out to but an army of people to draw information from. So when a problem arises they have a team of experts on their side.

OVERVIEW

- **NetSuite Is doing the work of 5 people on a team of 10.**
- **Accounting & Compliance** - GVO was instrumental in helping TCWC achieve success in the areas of accounting and IRS compliance.
- **Workflow Automation** - The GVO financial heroes built a number of automated tools and streamlined workflows over the last six years using NetSuite.
- **Work Smarter** - As a result, there is more free time for employees, including working from home, and less manual labor such as making boxes in the warehouse.

"The depth of your reach at GVO is comforting. I can reach a team of experts I could never afford on my staff, but get to utilize through the BOOST program."

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OPPORTUNITY COST

Opportunity cost is incurred when mistakes are recognized too late.

- **Automated searches** alert the team to errors as soon as they appear.
- **Automate tasks** such as stock turnover and inventory tracking.
- **Script runs every 30 minutes** to update web displays of inventory quantities.
- NetSuite is doing the work of **5 people.**

DON'T CRY OVER SPILLED WINE

Establishing searches to alert in the morning helps to catch mistakes early and react quickly before customer complaints arise. Prior to NetSuite, TCWC would sometimes have orders come through and get canceled due to the credit card processor. Instead of their team getting an alert it would just cancel the order and put the product back up for sale.

With rare wine collections that doesn't go over well. You can't just find another bottle of that vintage. Their customers were left thinking they purchased a dream bottle only to find that it was resold due to an issue with their systems.

"After 36 years, this company is finally running like a well-oiled machine. I find myself with spare time and able to capitalize on opportunities as they arise instead of having to pass up on them due to workload. I bet **NetSuite is doing the work of 5 people.** That has helped us invest back in our business to continue to scale and grow."

BOOSTING EFFICIENCY & CUTTING COSTS WITH AUTOMATION

Say goodbye to full-time email answering and putting out fires! Thanks to automation, what **used to take eight hours a day now only takes one.** The reduction in emails and phone calls is remarkable. Even when TCWC does receive customer queries, they take them seriously and are constantly finding ways to prevent them in the first place. They've got a BOOST Request list that's helping TCWC chip away at these issues and save even more time. Plus, with BOOST's Team capabilities, they can tackle other big projects and still prioritize customer satisfaction. TCWC is so confident in the GVO team that they plan to stick with it as the ROI is so high. They just tell GVO the issue or process and they are able to save so much time and energy and reallocate those resources to more profitable tasks.

AUTOMATING IMAGE SEARCHES FOR A FRACTION OF THE TIME AND EFFORT

Finding images for TCWC's website used to be a time-consuming task. But with automation, they can now get it done in just a few hours. They're even able to use the same automation for other projects, saving even more time.

GETTING RID OF MANUAL PROCESSES & BOOSTING PRODUCTIVITY

Since implementing NetSuite, manual processes have been ditched, giving employees more time to focus on building the business. NetSuite's real-time reporting and efficient automation have essentially replaced the work of five employees. **The return on investment is undeniable.** Imagine what you could achieve with 5 extra people working for your business without adding to your payroll. It's time to improve your processes and BOOST your efficiency.

SAVED SEARCHES PREVENT SALES PROBLEMS

By utilizing saved searches, TCWC can now identify sales problems before they happen. In the past, sales orders were canceled without notice if the credit card wasn't processed immediately. This led to lost sales and unhappy customers. But with saved searches, TCWC can catch these cancellations early, rectify the situation, and keep customers satisfied.

EFFORTLESS INVOICING WITH AUTOMATION

Creating invoices used to be a complicated and time-consuming task, but GVO's script automation has changed that.

No more missed invoices or double billing. The automation has saved a significant amount of time and money while allowing TCWC to focus on nurturing customer relationships and seizing sales opportunities.

CONCLUSION

This case study emphasizes the importance of minimizing errors and swiftly rectifying any that occur to maintain customer satisfaction and loyalty. With the capabilities of the BOOST program, The Chicago Wine Company can tackle other big projects while still prioritizing customer satisfaction. It's time to improve your processes and BOOST your efficiency.

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