



# 360° INSIGHTS Program Quick Start Success Guide

## What is it?

Your 360° INSIGHTS program is a multi-dimensional wine business development tool for Direct to Consumer Sales.

It asks for and analyses information **from your customers** to be used for marketing purposes, to resolve current issues, build relationships and to create strategies for sustainability and growth.

It is an “Out of the box” solution.

It CAN be customised to meet your specific goals.

The intelligence gathered and the relationships fostered by this program increase revenue & profitability.

## What does it do?

With your 360° INSIGHTS program you ask your customers:

- A. for answers to specific questions to guide your decision making.
- B. to tell you who they are and what they like.
- C. where they are and how they want to hear from you.
- D. what is their experience of your business and how they think you could improve.
- E. for feedback about their experiences with your staff.
- F. for their email address.
- G. for photos that you can use in your communications.

- H. for comments that you can use for resolving issues and in your communications.
- I. for ideas and innovations.

With your 360° INSIGHTS program you give your customers:

- A. a way to participate in the success of “their” winery.
- B. your incentive & the opportunity to engage with your brand.
- C. a channel to privately resolve issues.

Your 360° INSIGHTS program has the following format:

1:12		#1	Question	Measurement
Questions each Survey (8):	1	INSIGHT 1	Product	Wines that I prefer: Multiple Choice with Other (Fill in)
	2	INSIGHT 2	Motivation	Elements of Value: (choices given) Multiple Choice with Other (Fill in)
	3	Brand INSIGHT	Reach	My location (Zip code): Numerical Fill-in
	4	Objection	Custom or Standard	Reasons that I don't drink this Winery's wines more often: Multiple Choice with Other (Fill in)
	5	Innovation		Packaging different from a 750ml glass bottle that I would prefer: Multiple Choice with Other (Fill in)
	6	Open Answer	1 per Survey returned	Please tell us something that you think we should know to improve our value for you. Fill-in
	7	Email		Please provide
	8	Photo		Please provide

It is designed to be delivered to your guests in the following schedule:

	Duration (months)	Monthly Delivery Schedule												
		#1	#2	#3	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12
4 surveys per year	3													
6 surveys per year	2	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	
12 surveys per year	1	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11	#12	

It is YOUR program. We support you to deliver your surveys as they best fit you business development needs. Repeating periodically creates a measurement of improvement.

## How does it work?



### Flow of information:

- Intelligence goals defined and documented
- 360° program adjusted for goals
- Your Winery implements ASKING
- Immediate results returned to Your Winery
- Analysed results returned to Your Winery

## Getting Results

Before your guests will say “yes” to helping you (completing your survey), YOU NEED TO ASK THEM TO DO IT. Personal asking gets the best results. Creative motivating signage can also be effective and is a necessary part of supporting asking.

To say “yes” your customers want to know:

1. That you want them to complete your survey.
2. Why they should do it. (What is your incentive.)
3. How to do it.
4. What to expect as the next step. (For example: It will take them to your Facebook & it will send a thank you email.)

Asking your guests to complete your survey can happen in many ways:

- A. Personally asking at any point of contact. (On-site and Off-site.)
- B. From a post in your social media: Facebook, etc.
- C. In an email specifically for your survey or as part of an email newsletter.
- D. From your website.

To participate, your customers need the internet and a phone, tablet, or computer to access the survey. They need the time to complete it and an internet connection to send it in. As an alternative, it is possible to print out a paper copy of your survey and to enter your results manually. If this is a method that will bring meaningful results for you, please talk with us about implementing this.

Signage that supports your asking should provide the QR code & /or the short internet address they need to do it. Also, by including information explaining your incentive in your signage, you will find that guests participate at a higher rate and many will without you personally asking them to do it. The better your incentive and the better your marketing campaign, the better your results will be.

How you ask influences your response rate. Research has shown that using the phrase “would you be **willing** to” can increase completion rates by as much as 28%.



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## Personal Asking Example

As you ask, incorporating information that overcomes objections will increase your completion rates.

Do you have your cell phone with you today?

Yes, I do

Would you be **willing** to help us out? (show her your sign) You can receive (name your incentive).

Maybe...What do I need to do?

Answer 5 quick questions for us and we send you an email (including the incentive.)

When you get a yes...include a "thank you" and show them how.

Point your camera here (on QR code) then touch the banner that pops up at the top...It starts from there

Ok, got it.

If you want to get (name your incentive) or get our newsletter, please ad you email address. If not, just skip that part. You can unsubscribe at any time. It's a secure service. No worries.

Ok, got it.

It ends on our Facebook page. We would appreciate it if you would join us!

Thank you again for your help and good luck! I hope you enjoy the incentive (or win)!

Please keep in mind that you want to have the knowledge of and participation by people who are truly interested in your products. It may be best to NOT include some people.

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## How can people start your survey with a cell phone?

Your guests access the survey with their own cell phones in (1) of (2) ways:

1. QR Code. Using the camera, focus on the QR code. It automatically creates a banner link at the top of the display. By touching this banner, your guest is connected to your survey.



2. Your guests type in the internet browser the short website address of your survey:

[www.swsi.info/XXX](http://www.swsi.info/XXX)

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## Need Help? Please contact us!

Dr. Stephen Menke:  
+01 247 721 4307 (cell phone/WhatsApp)  
stephen@swsi.info (email)



## Incentive Success Guide

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### WIIFM: What's in it for me.

For your guest to use their time to answer your survey (and to give you their email address) they must believe the value of your incentive exceeds the value of what they give you. (Or, they are just kind and helpful people who want you to succeed.)

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### Structuring the WIN-WIN

Please consider the following concepts:

- Value and cost are probably not the same. What your guests really **value** may not cost you very much. (i.e.: a photo with your smiling winemaker.)
- There is a difference for your cash flow between an incentive that costs you something (i.e.: a logo wine glass) and forgone revenue (i.e.: a discount upon purchase). Incentivising purchases should generate more overall revenue as long as it does not reduce normal purchases.
- Incentives that increase involvement with your brand, build relationships, create lasting bonds and marketing collateral are recommended. (i.e.: VIP upgrade invite to an event.)

You can offer incentives in the following formats:

- Everyone wins. Send it out with the original thank-you email.
- A chance to win. You determine the odds. Initial "thank you" email is sent and then winner sent out per email at a later date.

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### Example: Everyone wins

To incentivise future purchases over the coming year:

Thank you for your time and information. We appreciate it and you!

As our "thank you" and in hopes that we will get to see you often:

- Receive a 10% discount on your total purchase from the winery up to 3 times within the next year. (So make it a good one!)
  - Receive your punchcard upon your first visit and redemption of this coupon.
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### Example: A chance to win

For every 50 entries received, (you have a 1:50 chance) a valued guest will win (2) VIP upgrade coupons to our season kick-off event. Purchase of regular event ticket + this VIP upgrade coupon gives you complete access to our VIP area with all of our VIP perks!

Good luck and we look forward to seeing you at our season opening event! To purchase your event ticket please follow this link to our website: (Link to website for event info and ticket purchase here).

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### Be creative!

Your guests enjoy interesting experiences! Consider what incentive will build your brand, create loyal brand ambassadors, generate fun social media content (photos and quotes) and generate current and future purchases.

If you need some help, please give us a call!



# Survey Posting Success Guide

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## The Concept

Your survey waits on a webpage for your customer to come to the webpage to start it. When it has been completed, the system sends your customer a “thank you” email from you and redirects to another web location of your choosing. It sends you a copy of the results via email.

To set up your survey, we need from you:

- A. Content of the “thank you” email. Including copy for your incentive.
- B. Web location for the redirect.
- C. Your email address to which to send the individual survey results.
- D. For social media posting: a cover photo

We need this information from you to include it in your survey prior to you engaging your customers.

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## Codes

Codes are used to link your customers to your surveys.

Depending upon how you are connecting to your customers, the code might be different.

Your codes are on your dashboard and are accessed by using the “**Links and codes**” button: [www.swsi.info/yourwinery](http://www.swsi.info/yourwinery)  
password:[yourwinery](#)

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## Success Factors

Timing:

When you post is just as important as what you post.

We suggest integrating your survey posting schedule with your overall communications plan.

Incentive:

How interesting, valuable, unique, motivating, etc. your incentive is will heavily influence your rate of return.

Communications:

The copy and images that you include can heavily influence your response rates. Get your creative on and showcase your talents!

Enthusiasm:

Incentivising staff and others to personally ask for participation can heavily influence your response rates. (We can easily add staff incentive features for you...ask us!)

Repetition:

While we see our messages over and over...our customers do not. Reposting and asking again is still new to them.

Location:

Be where your customers are when they have time. Table talkers, restroom, standing in line...