

VINAZION

“SWISS POST HANDLES OUR ENTIRE ONLINE BUSINESS.”

vinazion successfully sells wines, beers, spirits and upmarket gifts via its online shop. To help it concentrate on the purchase and sale of high-quality products, vinazion has handed over its e-commerce activities to Swiss Post.

vinazion has a wide product range: beers, wines, whiskies, champagne and premium spirits are all sold in vinazion outlets and have been available since 2012 in its online shop at www.vinazion.ch. The range comprises around 300 different items.

“E-commerce is an emerging market and offers good business opportunities. We lack expertise in this area, however, so we needed a service provider who could handle our entire online business,” says Rolf Blumenthal, vinazion’s managing director. vinazion chose Swiss Post because it offers services along the entire e-commerce process chain.

Focus on marketing and sales

Swiss Post’s services can be purchased individually or as an all-in solution. vinazion opted for the latter, handing over to Swiss Post all tasks associated with its online shop: marketing, operations, payments, delivery and customer service (see illustration).

Swiss Post has provided vinazion with support from the outset. This included advice, and addressing questions such as: What does vinazion want to achieve with its online shop? Which customer groups are to be targeted? What logistical requirements are there? Swiss Post’s expertise and straightforward approach at this stage was a huge plus, says Rolf Blumenthal. Swiss Post and a partner agency worked on the idea for the vinazion online shop, which went live in summer 2012. Since the launch, Swiss Post has handled direct and e-mail marketing for vinazion and takes care of incoming orders received by order card. It deals with payments, all accounts receivable management including sending reminders, and takes care of cancellations for returns. Swiss Post also handles the shipping and provides customer service for vinazion. “Because Swiss Post provides a one-stop shop for all e-commerce services, we are able to concentrate on marketing and purchasing,” says Rolf Blumenthal.



Fig.: vinazion relies on Swiss Post for all the services highlighted in green.

SWISS POST

Secure payment

Aside from quality, vinazion places value on security. The Swiss Post payment module integrated into vinazion's online shop covers all standard payment methods and supports security features such as the CVV code and 3-D Secure. Swiss Post already has agreements in place with the credit card providers. The advantages for vinazion: contract negotiations with financial and credit card companies are not required and instead of receiving several invoices for transaction costs, commissions and credit card fees, vinazion only gets one invoice per month. vinazion uses the VinoLog shipping solution for the shipping of wines and spirits. Swiss Post collects the orders from vinazion's warehouse and delivers them in their original packaging, right to the customer's wine cellar, if required. "Such services are important to us, and we've made the right choice with Swiss Post," says Rolf Blumenthal.

vinazion

vinazion has 18 wine and beverage stores in German-speaking Switzerland as well as an online shop www.vinazion.ch. vinazion shops and partner shops offer a comprehensive range of wines, beers, grappas, whiskies, champagne, sparkling wines and gifts catering to every taste and every budget. From small gifts to luxury hampers, it has something for every occasion.

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