

OSF | DIGITAL **CHANDON**

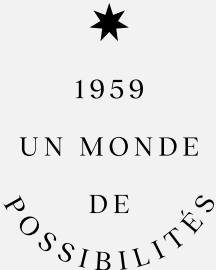
A CONNECTED COMMERCE TRANSFORMATION THROUGH MEMBERSHIPS AND SUBSCRIPTIONS

OSF Digital – Domaine Chandon Case Study

ABOUT DOMAINE CHANDON

CHANDON

For over forty-five years now, Domaine Chandon continues to combine traditional French techniques and winemaking knowledge with the beautiful, sun-ripened fruit of California to craft sparkling wines of the highest quality.



SHOP CLUB CHANDON VISIT US COLLECTIONS SAVOUR EVENTS SEARCH RESERVATIONS LOGIN

CHANDON

OUR COLLECTIONS
A WIDE RANGE OF EXCEPTIONAL WINES

HOME

A WORLD OF POSSIBILITIES...

From our classic Signature Collection wines that are undeniable enjoyable on their own or in a sparkling cocktails to our Vintage Appellation winery exclusive series that are unique expressions of our world class Napa vineyards, to the pinnacle of our portfolio, the étoile collection, there is something for everyone's palate or any occasion.

We even have incredible non-sparkling wines that have all the artistry, none of the bubbles.

Explore our Collections.

BRUT CHANDON CALIFORNIA

ROSE CHANDON CALIFORNIA

NEED HELP?

CHALLENGES

Obstacles to growth

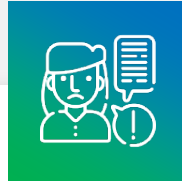
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Outdated
WordPress site



Brand was not
represented well



Club Chandon
experience was leading
to member churn



Heavily reliant upon
IT to support
marketing efforts



Lack of an integrated
commerce
environment

OSF'S SOLUTION



Salesforce Commerce Cloud Implementation (SFRA) – Replatformed [Chandon.com](https://www.chandon.com) onto a Salesforce Commerce Cloud SFRA solution to take advantage of the benefits of a scalable, customizable SaaS ecommerce platform.

This enables the company to create a thoughtful digital experience that achieves both brand and commerce visions.

OSF Connected COMMERCE – Integration between Commerce Cloud and Sales Cloud. This integration ensures increased visibility across channels.



The Club Chandon Salesforce Commerce Cloud module is a custom development built on top of OSF's Smart ORDER REFILL Salesforce Commerce Cloud Cartridge for the use by Domaine Chandon and its other LVMH wine brands.

This integration enables members to subscribe for recurring and fully customizable shipments of wine, including limited editions and special cuvées crafted exclusively for members.

OSF'S SOLUTION

Third-party Integrations

**CUSTOMER
BEHAVIOR TRACKER**
Analytics and Reporting



CYBERSOURCE
Payment

SHIPCOMPLIANT
Taxation



FAST OMS
OMS

**SMART ORDER
REFILL**
Subscriptions



EINSTEIN
Recommendations

WINESHIPPING
Shipping Provider




OSF'S SOLUTION

Club Chandon

About Benefits Partner Perks Exclusive Events **Join** Club FAQs Login

Join Club Chandon



Sparkling & Still Wine Club

20% Savings
6 times a year -\$120
Average cost per shipment [plus tax and shipping]

[Join Club](#)

Sparkling Wine Club

20% Savings
6 times a year -\$120
Average cost per shipment [plus tax and shipping]

[Join Club](#)

About **Benefits** Partner Perks Exclusive Events Join Club FAQs Login


The first Napa Valley Sparkling Wine Club, sharing sparkling connections and award winning wines since 1983.

Exclusive Wines
Award winning wines delivered right to your door, fully customizable by you.

Unparalleled Experiences
Exclusive members-only events at our iconic Napa Valley winery, and epicurean pop-up experiences across the country.

Just for You
Complimentary glass of wine or tasting flight of your choosing for you and your guest during every winery visit.

Special Pricing & Perks
Reserved seating in our members only areas of the winery and lawn plus discounts on regular purchases and partner offers.



Exclusive Wines


Receive Chandon wines exclusively sold at our Yountville estate and on our website, first access to limited editions and special wines made just for members.

[Learn More](#)

About Benefits Partner Perks **Exclusive Events** Join Club FAQs Login

Sharing joyful experiences is at the heart of what we do.

Club Chandon was started 10 years after the winery's founding in 1983, by a group of sparkling wine aficionados who loved to share good food and create lasting memories over a glass of bubbly. Today we continue to keep this tradition alive and strive to share the Chandon "art de vivre" through food, wine and fun activities in between.



2019 Holiday Dinner

Dec 7, 2019

"Tis the season to come together. We are looking forward to hosting our annual club exclusive holiday soiree on December 7, 2019. Celebrate the season with us, mingle with other club members and enjoy a delicious meal paired with our favorite Chandon wines. Seats are limited, and tickets will be sold on a first come, first serve basis.

[Login](#) [Join Club](#)

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RESULTS

OSF's custom-made development gives Domaine Chandon continual opportunities to connect with and build lasting relationships with their valued customers.

Club Chandon members are delighted with the brands as they enjoy a more immersive and engaging experience, allowing them to:

- ✓ Subscribe to regular shipments of exclusive and library wines.
- ✓ Receive invitations to members-only events.
- ✓ Enjoy special pricing to winery experiences.
- ✓ Join complimentary winery tours and tastings.
- ✓ Receive first access to fully customizable shipments of pre-release wines, library wines, large format bottles and limited release selections available exclusively to members.
- ✓ Access to exclusive areas of Domaine Chandon and Newton Vineyards wine estates.



RESULTS

The work OSF performed for Domaine Chandon improves the performance of the brand's ecommerce offering.

Club Chandon empowers the brand to provide exclusive elevated customer experiences, directly reflected in their online growth:

+ 375%

Conversion Rate

- 56%

Bounce Rate

+ 256%

Number of Transactions

+ 259%

Net Sales



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TESTIMONIAL

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Our work through the eyes of our clients

At Domaine Chandon, we pride ourselves on delivering exclusive and immersive customer experiences in person and we wanted to elevate our digital footprint so we could serve our customers the same personalized, high-touch experience when they visit our website or through Club Chandon. Thanks to OSF Digital's implementations, we modernized our platforms and are now able to not only connect with new customers, but also to enhance our existing relationships through personalized offerings, impeccable service, and, of course, our award-winning wines delivered right to customers' doorsteps.

Alexandra Evans

DTC Digital Experience Manager, Domaine Chandon



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THANK YOU!

