



How Can a Strong E-Commerce Platform Help Sell More Wine and Make Customers Happy?

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To millions of people around the world, wine is a lifestyle. Since 1822, Établissements Nicolas wine stores have been helping customers find the perfect wine for any occasion. The French retailer has around 500 stores in France and overseas French departments, and a number of shops in other countries, including the United Kingdom, Belgium, Switzerland, Morocco, Lebanon, and Madagascar. But to best present its wide range of products online, Nicolas needed a new product information system and Web site design.

Working with SAP partner Altima, Nicolas decided to pursue an omnichannel e-commerce strategy using the SAP® Hybris® Commerce and SAP Hybris Product Content Management solutions. Customers can now learn all about their wine – from origin and history to tasting notes and food and wine pairings. Plus, employees have access to the historical data they need to make informed recommendations. Furthermore, customers in France can now reserve a bottle using the e-reservation feature, which already accounts for a fifth of all orders placed on the site. The result is a better customer experience and an increase in Web site visits and online sales – giving Nicolas good reason to raise a glass.



“Customers want to know about their wine – its origin, its history, and so on. Having all this information in a central location makes it **easier for us to help them find the perfect bottle.** And now our Web site makes ordering and pick-up easier too.”

Eve Humbert, Digital Marketing Manager, Établissements Nicolas

World-class wine retailer Établissements Nicolas is dedicated to helping customers get the perfect bottle of wine. To make this easier, it needed a comprehensive product content management system as well as a Web site that makes shopping online simple. Working with Altima to deploy SAP® Hybris® solutions, it now has a central database of product information that helps store managers and customers find what they are looking for. And with e-reservation and click-and-collect ordering, the buying experience is easier than ever.



#1

Wine retailer in France



190 years

Of experience



>1,500

References in wines, champagnes, and spirits

NICOLAS

Increasing Online Wine Sales with a New Store Based on **SAP® Hybris® Solutions**



Établissements Nicolas,
part of CASTEL Group
Thiais, Paris region, France
www.nicolas.com

Industry
Retail – alcoholic beverages

Products and Services
Wine, champagne, spirits,
and accessories

Employees
800

SAP® Solutions
SAP® Hybris® Commerce and
SAP Hybris Product Content
Management solutions

Famous for its wine shops all over the world, Établissements Nicolas was eager to boost online sales through its Web site. So, it turned to SAP partner Altima and SAP Hybris solutions. Now it is more convenient than ever for customers to get the wines, champagnes, and spirits they love.

Before: Challenges and Opportunities

- Manage product content centrally to create a deep and accessible database for store managers and customers
- Relaunch the online shop with extended functionality, such as e-reservations, click-and-collect pick-up, and express delivery in three hours for just €3
- Present products to customers across all channels in a way that is clear, engaging, and simple to understand
- Increase sales by making use of all available channels, with a focus on Web to store

Why SAP Hybris Solutions and Altima

- Comprehensive and intuitive solutions for better product content management and a user-friendly, omnichannel customer experience on any device
- Quick and simple-to-implement e-reservation functionality
- Business-to-consumer accelerator to roll out product content management and relaunch the online store
- Nine months to complete the implementation

After: Value-Driven Results

- Significant increase in Web site visits and online revenue
- Quick employee access to product information, helping them better advise customers
- Additional ordering and delivery options for customers
- Responsive, mobile-enabled, and simple-to-navigate Web site
- Better capturing of customer feedback through the product review feature

“With SAP Hybris solutions, we have built an attractive online store and a central knowledge base for information on our products. Altima has stabilized our Web site and we will soon be able to offer a real click-and-collect experience – using digital tools to drive traffic to NICOLAS stores.”

Eve Humbert, Digital Marketing Manager, Établissements Nicolas

SAP Hybris (v)

Featured Partner

altima^o

15%

Increase in Web site visits within
6 months of going live

20%

Of online sales made through
e-reservation just seven months
after going live

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