

Direct to Consumer Symposium Survey

collect data from survey attendees to understand greatest challenges and benchmark common KPIs

Summary Prepared on 02/22/09

This report summarizes 26 of 26 total responses.

Summary for the results with the following restrictions:

Response Filters

Invitation Type: all
Status: all
Alerts:
Email Contains:

First: A bit about you...

1. Which of the following best describes your job or involvement with wine clubs: (Note: This survey is designed for those directly or indirectly responsible for wine clubs. If you are not a wine club stakeholder, you will not have the information needed to complete this survey.)

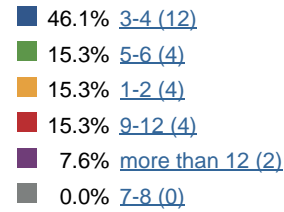


- 57.6% [I am responsible for managing a wine club \(15\)](#)
- 19.2% [I work for an organization that has a wine club \(5\)](#)
- 11.5% ["Other" Answers](#)
- 7.6% [My job is to support companies with wine clubs \(2\)](#)
- 3.8% [I work for an organization that is considering starting a wine club \(1\)](#)

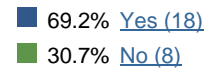
End of Survey Page 2

Wine Club Basics

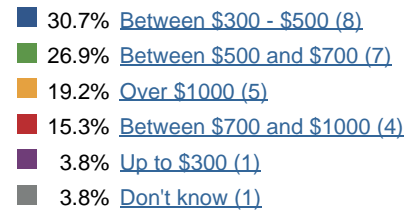
2. How many shipments do your club members receive each year?



3. Do you offer a red-wine only club?



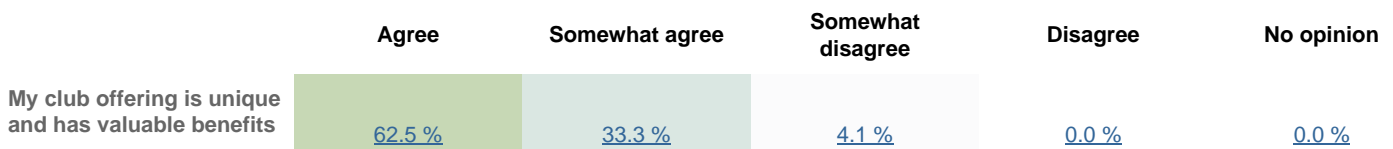
4. Considering your largest club, how much does each member spend on annual shipments?



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Wine Club Challenges

5. Please rate the following:



for members					
The staff is effective at selling club memberships	37.5 %	41.6 %	16.6 %	4.1 %	0.0 %
Club members regularly receive relevant, compelling communications	25.0 %	54.1 %	16.6 %	0.0 %	4.1 %
Staff treats club members as VIPs	54.1 %	29.1 %	12.5 %	4.1 %	0.0 %
Staff has clear goals for club growth & retention	29.1 %	41.6 %	16.6 %	8.3 %	4.1 %
Club manager has data needed to monitor and act on health & trends of club (conversion, attrition)	37.5 %	37.5 %	16.6 %	0.0 %	8.3 %
Management & staff understand the health & trends of club	33.3 %	37.5 %	25.0 %	4.1 %	0.0 %
My club strategy includes an adequate focus on retention	25.0 %	37.5 %	33.3 %	0.0 %	4.1 %
Wine club manager has adequate support & resources to manage club	12.5 %	50.0 %	25.0 %	12.5 %	0.0 %

6. In thinking about the relative challenges you face in managing your wine club, please rank the following:

	Not challenging	Somewhat challenging	Challenging	Very challenging	No opinion
Conversion - number of members joining club	12.5 %	45.8 %	29.1 %	12.5 %	0.0 %
Attrition - number of members cancelling	8.3 %	20.8 %	37.5 %	29.1 %	4.1 %
Club features & benefits (need refinement or changes to attract/retain members)	12.5 %	45.8 %	37.5 %	4.1 %	0.0 %
Managing club operations - don't have enough time or resources	16.6 %	50.0 %	8.3 %	25.0 %	0.0 %
Club marketing & communications - don't have enough time or resources	20.8 %	45.8 %	25.0 %	8.3 %	0.0 %
Staff effectiveness at selling/serving club members	29.1 %	45.8 %	16.6 %	8.3 %	0.0 %
Obtaining data for tracking club health & trends	37.5 %	37.5 %	16.6 %	8.3 %	0.0 %

Provide additional comments on challenges you face below: *You may browse comments online or download the CSV.*

7. Which of the following would have the greatest positive impact on your club?



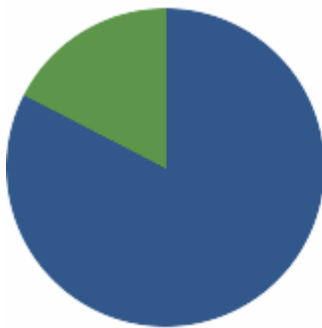
- 37.5% [More effective member marketing/communications \(9\)](#)
- 16.6% [More attractive club features & benefits \(4\)](#)
- 16.6% [More support \(resources or top management advocacy\) \(4\)](#)
- 8.3% [Clearer goals for managers & staff \(2\)](#)
- 8.3% [Better data to analyze and act on health & trends of club \(2\)](#)
- 8.3% ["Other" Answers](#)
- 4.1% [Enhanced staff skills \(1\)](#)

Provide additional comments below: *You may browse comments online or download the CSV.*

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Wine Club Metrics

8. Do you regularly track club conversion and attrition rates?



- 82.6% [Yes \(19\)](#)
- 17.3% [No \(4\)](#)

9. What was your club conversion rate in 2008? (# of new club memberships) divided by (# of paying guests)



- 34.7% [Not sure \(8\)](#)
- 21.7% [3-5% \(5\)](#)
- 21.7% [6-9% \(5\)](#)
- 13.0% [1-2% \(3\)](#)
- 8.6% [More than 15% \(2\)](#)
- 0.0% [10% to 15% \(0\)](#)

10. What was your club attrition rate in 2008? (# of cancelled memberships in 2008) divided by (# members at beginning of 2008)

- 34.7% [Not sure \(8\)](#)



- 26.0% [up to 20% \(6\)](#)
- 17.3% [Between 30% and 40% \(4\)](#)
- 17.3% [Between 20% and 30% \(4\)](#)
- 4.3% [Between 50% and 60% \(1\)](#)
- 0.0% [Above 60% \(0\)](#)
- 0.0% [Between 40% and 50% \(0\)](#)

11. What was your NET CLUB GROWTH RATE in 2008? (# of new club members minus # of cancelled members) divided by (# of new members) Ex: In 2008 you added 1500 members and 1450 members cancelled; 1500-1450=50; 50/1500=3% (positive)



- 43.4% [Negative net club growth \(10\)](#)
- 39.1% [Not sure \(9\)](#)
- 17.3% [Positive net club growth \(4\)](#)