



DESIGN TEAM 2

Andrew Cook, Chelsea Coats, Denee Wells, Megann Welch, Omar Salih, Amanda Gorham

INFORMATION SYSTEMS PLAN

The Weingarten Winery

Information Systems Plan Table of Contents

Summary	Page 2
Background	Page 2-3
Mission and Objectives	Page 4
Current Challenges	Page 4-6
New Mission and Objectives	Page 6-9
Constraints	Page 9-10
Goals	Page 10-13
Conclusion	Page 13

Summary

This Information Systems Plan is an overview of The Weingarten and the way operations are currently managed. The ISP will give specific insight into the early beginnings of the Weingarten, our mission statement, and the objectives of the company. Details within this ISP will explain the process of the current website maintenance, phone reservation inquiries, walk-in inquiries, and appointment scheduling. A thorough examination of the current and possible future constraints, challenges, and goals must be performed to give the company the best options to improve the information system that is already in place.

Background

The Weingarten Winery was founded by family members Shannon and Jeff Gastreich and Kevin Bollman, includes a winery, restaurant, outside seating, entertainment, and private event rental areas. Located along East State Route 15 in Belleville, Illinois the land was previously a farm owned by a German family and some of the heritage can still be seen when visiting the Weingarten today. The official Grand opening in May 2011 and the winery is celebrating its seventh season.

The Weingarten has both full and part time employees, some have been cross-trained to work in multiple areas if needed. The staff consists of six managers, two event coordinators, and 30-40 part-time employees depending on the season. Customers who need information about reservations and/or availability can inquire by walk-in, email, or phone. The winery is opened to the public from March through November, but open for private events year-round. Business can fluctuate throughout

the year with March and August typically being the slowest months of the year. The operations manager check inventory such as food, wine and event equipment by manually entering the data into an Excel spreadsheet and accounting record keeping is done in Google Drive. Payroll is managed with the use of ADP software and invoices are created with applications from FourSquare. We have an excellent staff that provides professional service to customers in all areas including the following listed below:

- Tasting Room
- Six Signature Wines
- Food and Drink Menu
- Wedding Venue
- Private Events Rental (Six Lounge Areas)
- Live Music
- Outdoor Patio
- Beautiful Scenery
- 200-Year-Old Cemetery
- Walking Trail
- Guest Wi-Fi (Limit to certain areas)

Mission and Objectives

The Weingarten Mission Statement

At the Weingarten, our mission is to be the Region's Premier Relaxation Destination and Premier Event Venue by offering five-star customer service, first-class event hosting facilities and planning personnel and a tranquil, welcoming environment. We strive to deliver an unmatched experience of long-lasting memories with family & friends while offering hand-selected wine, craft beer and fresh, seasonal food that will excite any palate. We are continuously searching to make your experience better and value our staff and customer's feedback to allow us to do so.

Objectives

- Reduce the time that members of the event staff spend answering phone calls about lounge rental inquiries.
- Provide customers with an option to view available lounge spaces.
- Improved revenue, time management and customer service.

Current Challenges

Lack of Satisfactory Service from Website Management Firm

At The Weingarten winery we have used the same website management company since the business opened but that firm has switched ownership several times. The company that we are currently contracted with and makes all changes to the website is called MR2 Creative. We have set aside a

budget up to \$4,000 a year to pay MR2 Creative to update our website. The process to submit changes to the website starts by sending an email with all the attachments and a note of changes that are desired. Then, an employee at MR2 Creative takes the changes and updates them. However, problems arise when we want to make changes or updates to our website. Often no response to the email is made and as time goes by we no longer need the update because the event has passed. The website management service charges an annual fee and a hourly rate for changes or enhancements. Due to the service provider being so slow to act on requests, our managers at the winery now wait until they need several updates before sending email to change website.

Lack of Online Reservation System

The employees here are constantly receiving calls from potential customers wanting to check the availability of rental spaces for private events. The rental spaces that are available include six different lounge areas that require a minimum of 48 hours' notice to reserve. The problem is there is no secretary to answer these calls and usually the person who takes the call is being pulled away from another job. This scenario also takes place for a walk-in inquiries as well; sometimes customers are given information packets when they come in that give them all the general details. The process begins with a staff member explaining in detail the features of each rental area including how many people can be accommodated as well as the services and food options that can be provided for an additional fee. The potential customer will be asked what dates they have in mind and availability of the rental space will be verified through the Google calendar that we use to document all our events. A disclaimer is given with every inquiry that no outside food is allowed for events and is part of the rental agreement. A reservation can be made once a deposit is made for the first hour of the rental. These

details are explained when customers call or go into the facility with inquiries and it can take up a lot of time. Management receives anywhere from 5 to 20 calls daily and sometimes at least 40 a week, these inquiries can be handled in a more time/cost efficient manner.

Lack of time to overhaul website

Overall business is doing well for us at the winery and money has been put aside in the budget for website development but there is little time to find a new contractor. We currently have a contract with a firm that manages the site but are unhappy with their service. We have continued with the current provider simply because we don't want to have the website down for any period while waiting on a new one to be created. Day to day operations can be hectic and finding time to review quotes and services for a new website has been cumbersome for us.

Lack of Organization

Our managers try to keep everything as organized as possible but currently the best option is for us to use one Google Calendar to keep track of everything that happens within the business. Private as well as public events are entered, important delivery and order dates, and other miscellaneous details all go into this universal Google Calendar.

However, the Google Calendar that is currently in use holds all events and does not separate reservations, regular events, holidays and appointments for guests. The current calendar is color coded by event type but many events are heavily overlapped making the calendar cluttered.

New System Mission and Objectives

Mission

At the Weingarten, our mission is to provide a professional website to assist our customers with scheduling reservations at their convenience. New enhancements to our system will enable us to give customers the ability to be able to make fast and easy reservations online from anywhere at any time. We are always looking for ways to better serve our customers while at the same time using the best technological tools to be on the cutting edge.

Objectives

- Show availability and price of the six lounge areas for guests to see on the website.
- Inform the guest that this is a Reservation Request and they will be called by our staff to finalize the reservation.
- Incorporate the Terms and Conditions for guests to acknowledge on the site instead of having them sign off on paperwork.
- Require the guest to enter personal information that can be stored in the new system.
- Ask if the guest has reserved a Lounge Area with us previously.
- Inform the guest of catering and food tray options as well as the price for each on the website.
- Update our Google Calendar with the Reservation Request separate from other events.
- Notify a member of staff via email or text when a new Reservation Request has been made.

Our winery will benefit a great deal achieving these new objectives that are listed in respect to the goals we plan to achieve by improving the current information system. These enhancements will ensure that more of our business processes are automated for us. By chooses to create an account and logging in when entering the reservations tab we could use the Information System in a new way to generate reports. Another benefit of updating the system will be storing repeat customer data, which could in turn lead to coupon and flyers being sent out in the future.

An online reservation system will allow our customers to be able to view the availability of the Weingarten's six premier rental locations as well as view price information. The customer will be able to select the designated areas and choose if they are interested in ordering food trays at their private event while on the website. This process will be followed up by a call from a staff member who will then schedule an appointment for the customer to come in or mail in a contract agreement for the rental.

The addition of a feedback tab for customers to be able to share their experiences with the staff at The Weingarten will be instrumental in gaining more positive customer relations and in turn create lifelong customers. The staff will be able to evaluate their different current processes with each customer's unique testimonial to provide a more customized experience for repeat and new clientele.

As the current website is improved it will save time and money because the business will not have to print out, mail, or email information packets anymore. The online reservation system will in turn give us more time since we won't have as many calls coming in for rental information. The process of finding a professional and reliable company to develop and manage the winery website could soon begin.

Website Enhancements

- Reservation tab
- Display availability of the six lounge areas
- Price of lounge spaces and food trays
- Food tray options listed
- Photos of lounge spaces and food trays

The Weingarten will be able to view the customer information as it will be stored in a database once the contact data is filled out in the form online. The follow-up call will be made within a 24-hour time frame from when initial information is submitted.

Constraints

Financial Constraint

Although there is money set aside in the budget for website development/overhaul the winery would have to pay a consultant a fee to manage the newly implemented design that is proposed. The winery has a budget of \$4000 for changes to the website but a new website can cost anywhere from \$150 to \$15,000 depending on the complexity of the design. Training would also need to be provided for a fee to ensure that our staff can make changes as needed.

Time Constraint

The Weingarten operates with a very small staff and being able to designate the time to search for a qualified vendor to build their new website has been a challenge. The operations manager has

received some bids but not had the time to evaluate what exactly is included in each bid or what specifics they offer to build a better website than the one that we currently use.

Legal Constraint

Proper notice will need to be given to the current management company of the website for the changes that are proposed. Special security precautions will also have to be made to ensure the privacy of customer information is not made public or accessible in any way.

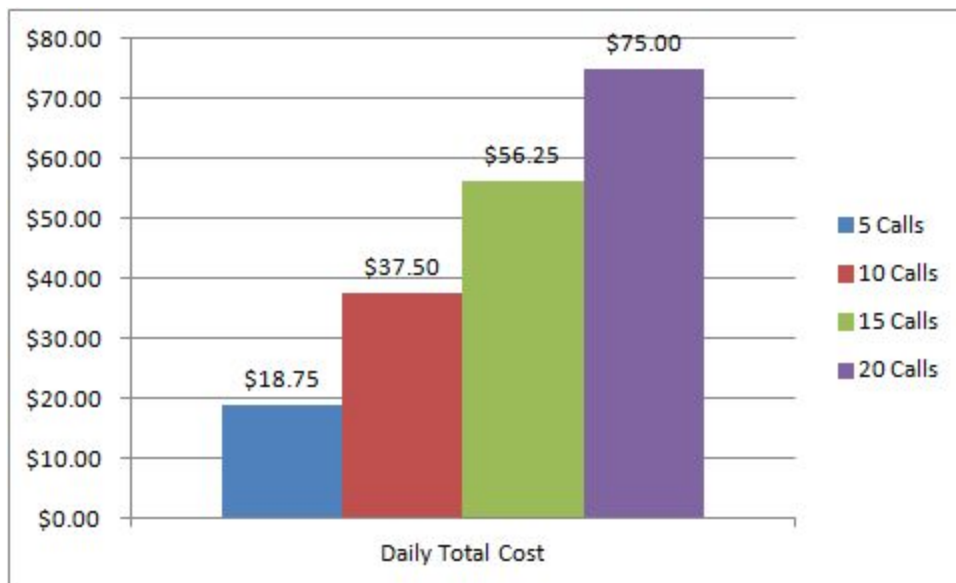
Goals

Short Term Goals

The current Information System is outdated and worked well for us when we were a new, small business. As the business has grown dramatically we seek to change our Information System to one that can be managed with more accessibility to the service provider either by phone or in person. The new modified system must be able to handle updates or changes in a fast and efficient manner without too much downtime for the system as part of short and long term goals.

The Weingarten would like first and foremost for each potential and returning customer to have a pleasant experience whenever they are at the winery via the Belleville location, using the website, or calling by phone. The customer should be able to make a reservation with little effort done on their part. We would like more business driven to the website to better serve the needs of their customers as well as increase profits. An online reservation system added to the current website with new photos and faster follow-up calls will increase our business in the short term.

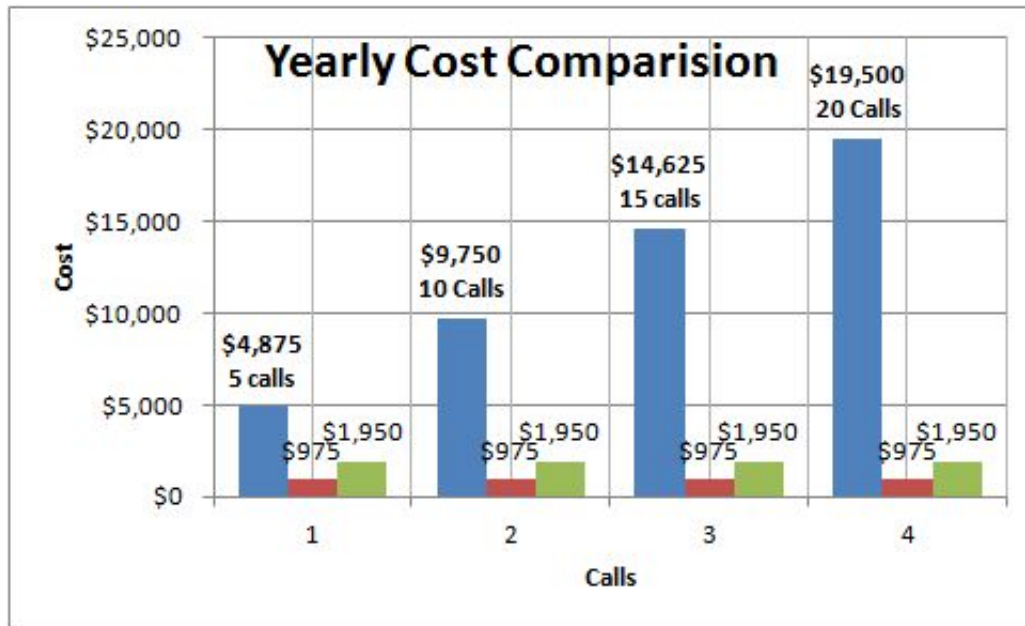
The Table listed below shows exactly how much money could potentially be saved in the short term after changes are made to the website. Detailed in the chart is the variation in the number of calls made daily with the average duration of 15 minutes per call, and the average hourly rate of \$15.00/hr per employee who handles the inquiry. The process of simply redirecting customers to a self-service reservation will be good for business in the long-term as well.



Long Term Goals

The replacement of the current website with a totally revamped one will take the company to a new level in our business. As the business gets customers accustomed to the ease of navigating online to check availability and ultimately make reservations for private events, calls to the facility should decrease. The duration of the inquiries about the lounge and other areas for rent should decrease as well. As repeat and new patrons are directed to the website for information, the duration of the call should be cut in half going from an average of 15 minutes to 7.5 for general details. Employee production should increase in the long run once the system has been in place and all the bugs have

been fixed. The chart below shows the potential savings in cost when comparing to the current high call volume in relation to long term goals with a minimum of 2 and a max of 4 calls per day in increments of 7.5 minutes each.



The winery would also like to grow with new features on the property to include cabins, shops, outdoor concert area, and more event space as part of their long-term goals.

Conclusion

Building a custom website with all our desired features to make the online reservation process more automated is beneficial to the business as well as our customers. Managers will be able to easily retrieve customer information from the information systems new database from when customers created a login profile on the website. The reports that may be generated from this automated business process may be able to help us target repeat customers and track busier rental seasons to help with

employee scheduling. Improving the current information system will allow us to focus on taking our business to the next level and prepare to make more technological changes that will ensure we are able to continue providing customers with five-star services.