

Top 10 Complaints About Tock

FROM ACTUAL USERS

KNOW THE FACTS BEFORE YOU SIGN UP



Updated 3/6/2023



We pioneered reservations

The founders of CellarPass originally conceived reservations for tasting rooms at Del Dotto Vineyards back in 2006.

Today, 1800+ wineries, tasting rooms and major event organizers rely on CellarPass for continued innovation, which includes our exclusive passport technology that is used by dozens of DMOs and regional trail organizations.

Del Dotto is still one of our most popular & satisfied customers.

#10

Tock's transaction service charge is calculated **BEFORE** discounts.

"We were charged transaction fees on our club member's bookings that were complimentary after discounts. Those fees added up to thousands annually."



CellarPass has two plans to choose from; flat monthly fee or a service-fee based plan which are calculated **AFTER** any applicable discounts.

#9

Tock significantly exaggerates their referrals to their businesses.

“Our Tock account manager was reporting a 74% referral rate, but after spending some time analyzing our own Google Analytics data, it was actually the exact opposite- only 26%.”



Every reservation booked through CellarPass shows where it was booked. Our reports and dashboards constantly show you the percentage of each channel.

#8

Tock's offers no guest peer reviews

"Feedback loops are important to our brand, to catch issues early and resolve them swiftly. We totally overlooked this missing feature before it was too late."



CellarPass has offered authenticated guest reviews since 2010. These reviews give owners feedback and are used to determine the order in which your property is listed on [CellarPass.com](https://cellarpass.com)

#7

Tock's "All Ships Rise With the Tides" is used to mislead tasting rooms with increased bookings.

"We were on Tock for nearly a year and never saw anywhere near the increased referral bookings they promised during their sales pitch."



CellarPass' referral rate goal is 37-42% of your bookings. If this is not met, our account teams take action and offer suggestions on how to get back on track.

#6

Tock provides no simple means to adjust capacity of your experiences on the fly.

"We're a pretty relaxed tasting room and having to constantly adjust and manage multiple copies of our floor plans was just too much for us, so we cancelled Tock."

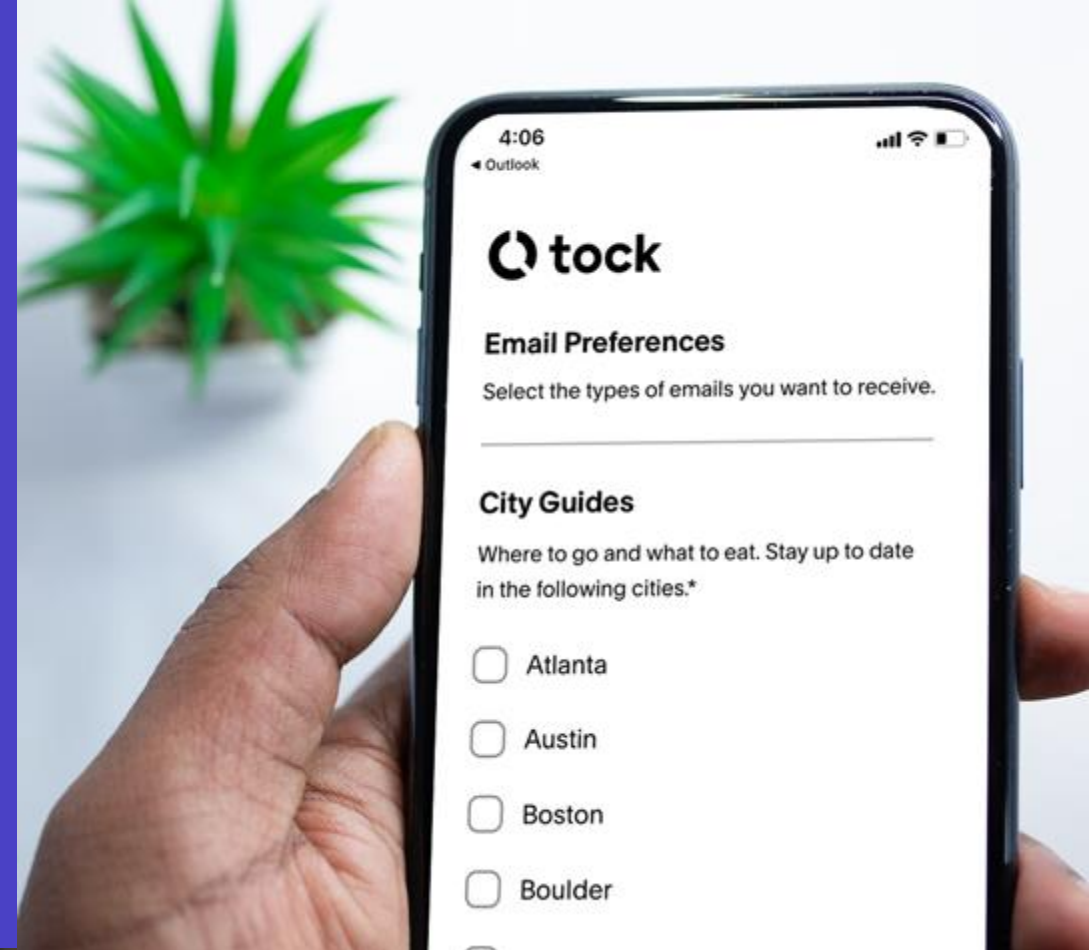


CellarPass does not require floor plans, you can adjust your flow at an experience level, from lead time, to min, max and group size. Adjustments to a single date and occurrence are simple.

#5

Walk-in guests are immediately sent an email from Tock to join their community.

“We had no idea that Tock was sending marketing emails to join their community to our walk-in guests immediately upon adding them to our account.”

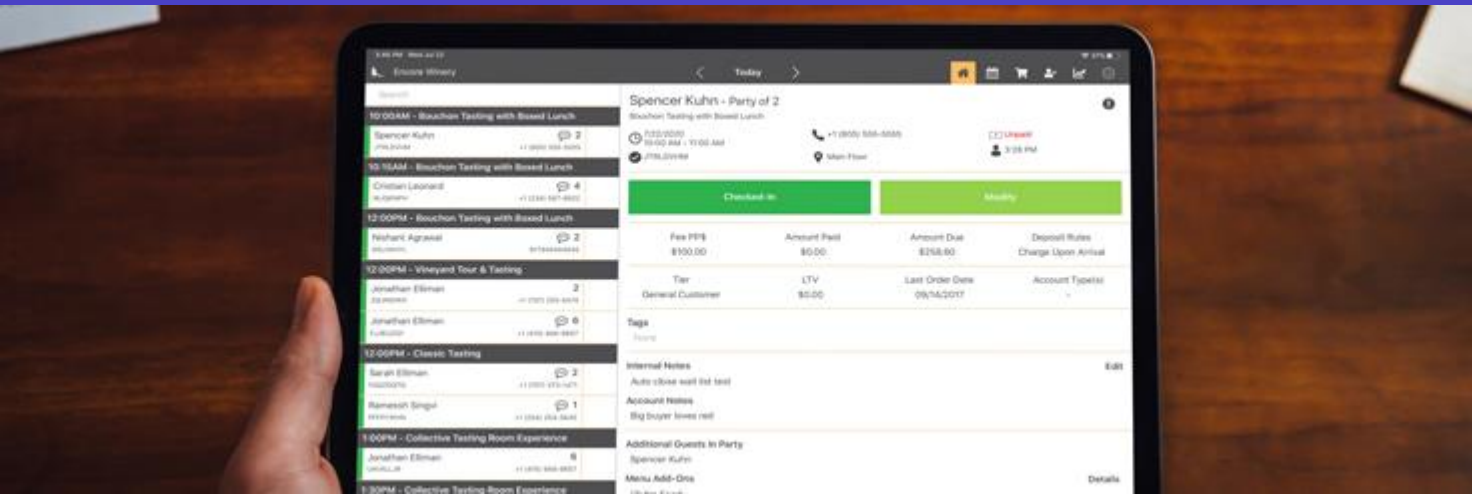
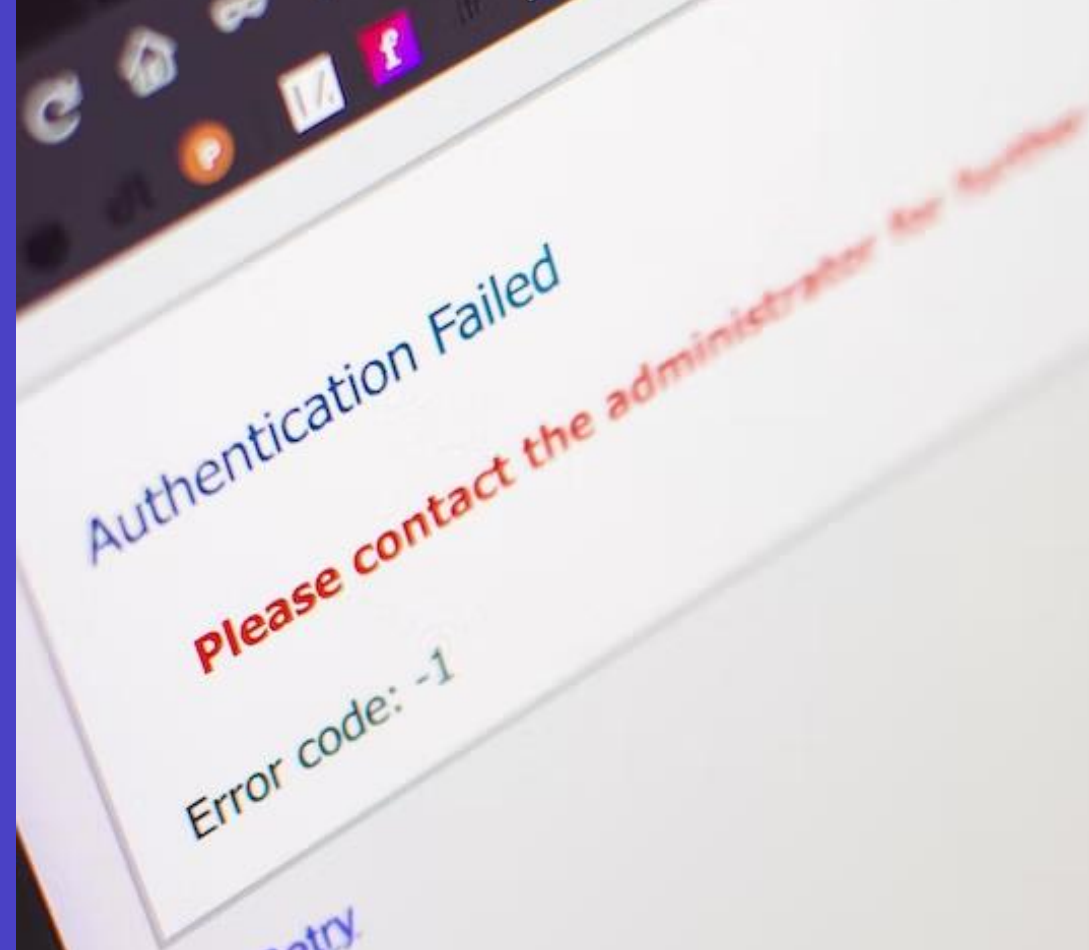


Simply put, CellarPass does not market walk-in guests.

#4

Tock's app requires you to log back in with no prior warning.

"Tock logs us out often in the middle of booking a reservation, losing everything in the form, requiring us to start over, frustrating our guests."



CellarPass provides two mobile apps for tasting rooms to book and manage reservations that never log you out, preserving data intact 24/7/365.

#3

Tock's club member identification program does not recognize recently-added club members.

"To recognize club members, Tock never explained they download our entire customer database on a random schedule. This prevented recent sign-ups to be blocked from booking and even worse, cancelled members continued to receive discounts they shouldn't received."



CellarPass pioneered real-time integrations with the most popular club management systems available. The moment members signup (or cancel), their access and benefits are updated in seconds.

#2

Tock's platform was designed specifically for restaurants, forcing tasting rooms into understanding "meal period" time blocks and constantly managing floor plans.

"When there was no availability to book, Tock would offer "brunch" to our guests. Guests were confused- so were we as we don't serve brunch, let alone lunch.



Imagine running your tasting room like you always have... without managing a floor plan- CellarPass can, Tock can't.

#1

Tock's harvests your customer data to market your competitor's experiences and products to **YOUR** customers.

"We never read their terms & conditions and couldn't believe this was happening. We allowed a Trojan horse right into our most valuable asset, our club member database."



CellarPass' service agreement is clear; we do not harvest any customer data. Your data is your data. Customers on our marketing lists opted in to receive it through our website.

BONUS

The majority of businesses on Tock are restaurants, naturally attracting diners, **NOT** wine buyers.

“Tock attracts diners that would buy a bottle of wine, sit and leave. We’re not a restaurant, our goal is to sell cases of wine, not entrees.”



CellarPass' focus since inception has been marketing craft beverage experiences with the goal to increase club memberships and retail sales.

BONUS

Tock shares your own personalized guest notes with all other Tock accounts.

“As a concierge booking on behalf of my VIP guests, I was shocked to learn that my notes were shared with others. I will never book my important clients through Tock again.”



The guest notes that admins or concierges leave on a customer record are **NEVER** shared with other business accounts.

BONUS

How you are listed...

Tock lists your business by the date you started. So the longer you've been on their platform, the lower in their lists your business will appear.



CellarPass uses authenticated guest reviews to set the sort order of business listings, encouraging you to provide stellar hospitality to rise you to top placement.

BONUS

Tock's salespeople follow the SAFT philosophy (Say Any F*\$&'ing Thing) to close a deal.

"I'm still waiting for over a year for a feature they promised me when I signed my 2-year agreement. I'm pissed!"

"They said Tock was the only integrated partner of Wine Direct- that was a lie."



CellarPass has been integrated partner with WineDirect since 2010, we designed the workflow Tock tries to mimic, unsuccessfully.

CellaPass listens to our users, because they know best. Every month, we're constantly improving existing features while adding new features based on user feedback.

BONUS

Tock continues to significantly raise their rates annually to meet stockholder expectations.

“Tock raised their rates from \$199 per month to \$249 per month with just 2 weeks notice. We couldn’t afford it, so we cancelled.”



Your CellarPass service agreement locks in your rate for the term. Our published rates have not been raised in over 3 years.

Why? Because we know every dollar counts.

BONUS

Tock makes it complicated to make even the simplest adjustments to capacities.

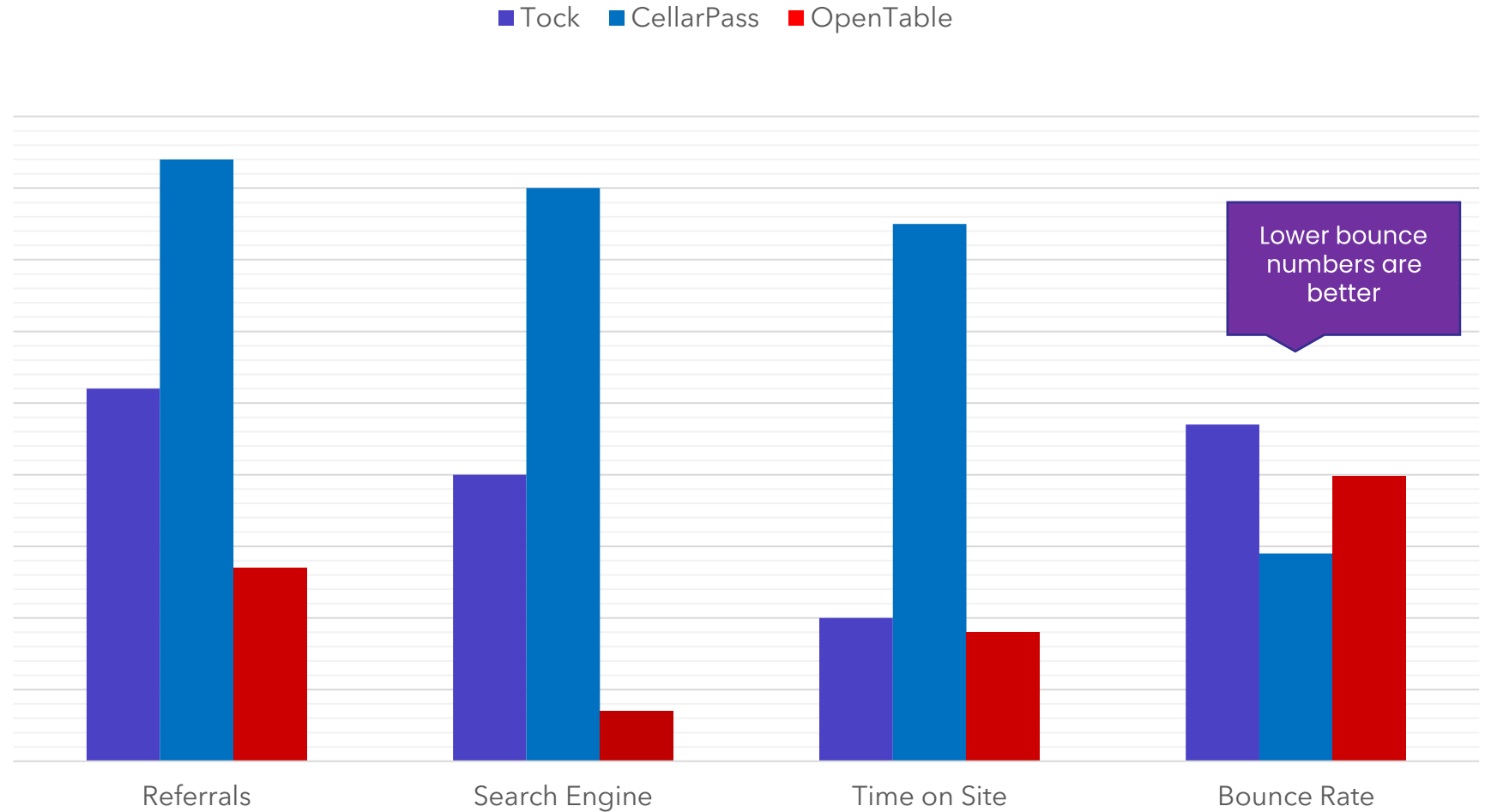
“Tock is so complicated, only one user at our tasting room is authorized to make any changes to our setup.”



Whether you need to increase, decrease or shut down your capacity on a specific day's time slot (or an entire schedule), you can achieve this in just a couple of clicks in CellarPass.

Truth in Data

OCTOBER 2022 - DECEMBER 2022 REPORTS



A glowing yellow tent is pitched on a rocky mountain peak at night. The tent is illuminated from within, casting a warm yellow light. The background features dark, jagged mountain peaks and a deep blue sky with a bright star or moon in the upper right corner. The overall scene is serene and isolated.

**You are not a restaurant, so
don't be forced to operate
like one.**



Summary

The CellarPass team is comprised of technology and craft beverage industry veterans that know and address the ever-changing challenges by delivering innovative solutions that can be custom-tailored to your business backed by customer service that is second to none.

We are not just a platform, we're an extension of your entire team.

Thank You

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