GoSpotCheck

Beam Suntory Distills Data
To Drive Sales and Find
Marketplace Visibility

Beam

SUNTORY

COMPANY: BEAM SUNTORY

Industry-leading spirits company, Beam Suntory, has a portfolio rich with some of the world's largest brands including Maker's Mark, Pinnacle, and Jim Beam. Over seven million cases of Beam Suntory's flagship brand, Jim Beam, are distributed annually.

Beam Suntory, a global supplier with brands on bar fixtures and liquor store shelves worldwide, leverages GoSpotCheck to emphasize innovation, monitor distribution, and showcase spirited marketing. Megan Monti, Manager of Commercial Strategy, and John Moore, Analyst of Commercial Strategy and Planning, explained how partnering with GoSpotCheck enables Beam to manage rep activity and collect real-time constructive insights from the marketplace.

PROBLEM

Prior to using GoSpotCheck, Beam manually documented store-level and account data. Field personnel "would do a blitz, record everything on pen and paper, and the results would then be rolled up into an Excel file," explained Monti. Data collection methods differed by source, which muddled reports and made for an inefficient process.

To minimize confusion and maximize field efforts, Beam began looking for a flexible solution to effectively gather information regarding in-store activity. According to Monti, Beam was **"trying to find visibility into the marketplace, improve display execution, and get clean, actionable data."**

In addition, Beam was searching for a product that would function as an accountability tool, enable goal setting and provide a corresponding method for compensation. "We were looking for an accurate way to track what our distributors and field personnel were doing, with a process that wasn't as burdensome as going around with pen and paper," Monti said.
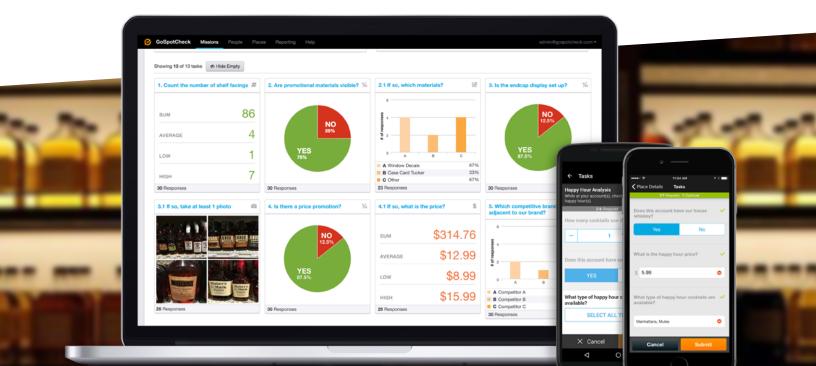
Historically, Beam had limited verification that instructions were carried out appropriately and that strategy was executed according to plan. "Before GoSpotCheck, we weren't examining visibility or monitoring field reps," Monti explained. Eventually, Beam became aware that current processes were not adequate to achieve new growth. So, management began taking initiatives to find a platform that would enable the Beam team.

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SOLUTION

GoSpotCheck gives Beam a way to track KPIs, implement a goaling system, and record marketplace activity. Specific features within the platform, including photo-capture capabilities and geo-tagging, enable Beam with a mobile-first solution.

GoSpotCheck's tailored reporting delivers actionable, accessible data. Metrics can easily be identified to ensure goals are reached and objectives are achieved. Specific data points – related to retail execution, surrounding varietals, case counts, menu placement, and specialty cocktail selections – aggregate online in the GoSpotCheck reporting dashboard. Answers and results from Missions – which function as surveys in the GoSpotCheck app – are displayed in customized charts, graphs, and tables. "It's extremely useful to be able to open the dashboard page and examine all the responses to Missions," Monti explained. "I can click on any number of things and drill down in any direction."

This reporting furthers Beam's goal to give niche markets flexibility while adding structure to Beam's national strategy. "GoSpotCheck is an efficient tool to implement nationally and standardize processes across the country," Monti explained.

Beam and GoSpotCheck collaborate to ensure the platform fits seamlessly into Beam's organization. "The GoSpotCheck team has been really awesome to work with," Monti said. "As a whole, the company is quick to respond, give us updates, and work with us to find solutions."

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OUTCOME

Beam's goal to increase visibility was the initial catalyst that led them to search for mobile data collection software. With this type of technology, Beam reps can quickly capture information that was previously unavailable. The team has also been able to eliminate activities that have a cumbersome human element. According to Monti, "GoSpotCheck helps us by pre-calculating some of the things that we would have to do manually."

Additionally, engaging GoSpotCheck has given Beam a way to effectively measure display compliance and report important marketplace data. "We use GoSpotCheck to gain visibility into in-store activity," Monti explained. "As our use of the platform grows, we have begun to use data to hold reps accountable."

Beam uses the GoSpotCheck platform to examine a host of overarching metrics surrounding shelf placement, display execution, and menu presence. On a granular level, GoSpotCheck empowers Beam to gather detailed information from both off-premise and on-premise accounts. "Now that we have GoSpotCheck, we can track in-store activity which has consequently added more rigor around the reporting," Monti said.

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Furthermore, Beam uses GoSpotCheck to facilitate a goaling system, which gives reps a way to track their progress towards reaching objectives and goal attainment. **"Our strong focus on goaling ensures that field reps put more cases on the floor,"** Monti said. **"These actions and subsequent changes drive more dollar sales."**

Beam has also identified a relationship between display compliance and residual sales lifts. "I did a lift execution analysis on menu execution and control states," Moore explained. "Using GoSpotCheck data that showed menu location, we were able to see a lift in depletions – which translates into more sales – in areas where we had menu placement. **In order to measure a lift as a result of execution on the ground, GoSpotCheck is invaluable."**

A reputation defined by high quality and careful craftsmanship has established Beam's name internationally. By increasing visibility and accountability, GoSpotCheck helps Beam share signature products that have made the brand famous for 200 years.

GoSpotCheck Can Help Your Business Too

We have a wide array of solutions. Request a demo to get started:

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