CASE STUDY

CamelBak Bottles Up Real-Time Data
to Enhance Retail Execution

CAMELBAK®

COMPANY: CAMELBAK

CamelBak began with one man's dream of hands-free hydration—an IV bag in a tube sock. Today, CamelBak is an outdoor industry leader that specializes in hydration products including backpacks, bladders, and water bottles.

Jeremy Hancock, Western Sales Manager at CamelBak, explained how Camelbak works with GoSpotCheck to collect and organize real-time data from retail locations nationwide. The brand utilizes GoSpotCheck to track competitor movement, rep activity, clinics, and merchandising execution.

PROBLEM

Before implementing GoSpotCheck, CamelBak was using an outdated system that heavily relied on Microsoft Excel. The lack of accessibility to the platform and related insights decreased CamelBak's efficiency and created communication bottlenecks.

CamelBak needed a flexible solution that would track merchandising, empower independent reps, and integrate with the outdoor company's existing compensation structure. Furthermore, the tool needed to be compatible with a variety of devices and offer shareable reports.

SOLUTION

CamelBak selected GoSpotCheck because of the solution's photo capture capabilities, mobile interface, and robust reporting. One of the challenges for CamelBak to implement a new software solution was the daunting onboarding process. An in-person training with the GoSpotCheck team made onboarding GoSpotCheck easy, quick, and thorough.

Photo tasks provide a visual representation of marketplace activity. CamelBak requests reps take pictures of bottles, packs, and fitness hardgoods to verify quantitative data. "The photos are absolutely awesome, and the aggregated dashboard view of our images is great," Hancock said.

CamelBak employs independent reps to provide information from individual stores—including what they can see, hear, and evaluate on a store-by-store basis. Reps receive a service commission for work with big, multi-door retailers.

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>
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>   *Western Sales Manager at CamelBak*

The feedback Camelbak receives through Missions (the GoSpotCheck term for surveys) helps optimize marketing and merchandising execution. "GoSpotCheck gives reps the ability to provide comments like: 'Hey, this store is perennially low on fill-in-the-blank style," Hancock explained.

GoSpotCheck is much easier to use than the solution CamelBak was using prior, according to Hancock. CamelBak has the ability, by utilizing the GoSpotCheck dashboard, to synthesize data, download reports, and share insights with the necessary retailers, reps, and account managers. "GoSpotCheck has allowed CamelBak to get better accessibility to data, and as a result, be closer to the sale with our reps. We can change Missions based on what we hear in the marketplace, and collect data from that perspective," Hancock explained.

OUTCOME

As a result of implementing GoSpotCheck, CamelBak increasingly empowers in-store marketing, strengthens external communication, and maximizes efficiency.

Specific tasks in GoSpotCheck Missions ask about arranging bottles appropriately, organizing pegged merchandise, and stocking shelves with product from the back room. CamelBak can determine appropriate resolution for in-store problems, like an inventory shortage, and notify necessary parties through the retailer's chain of communication.
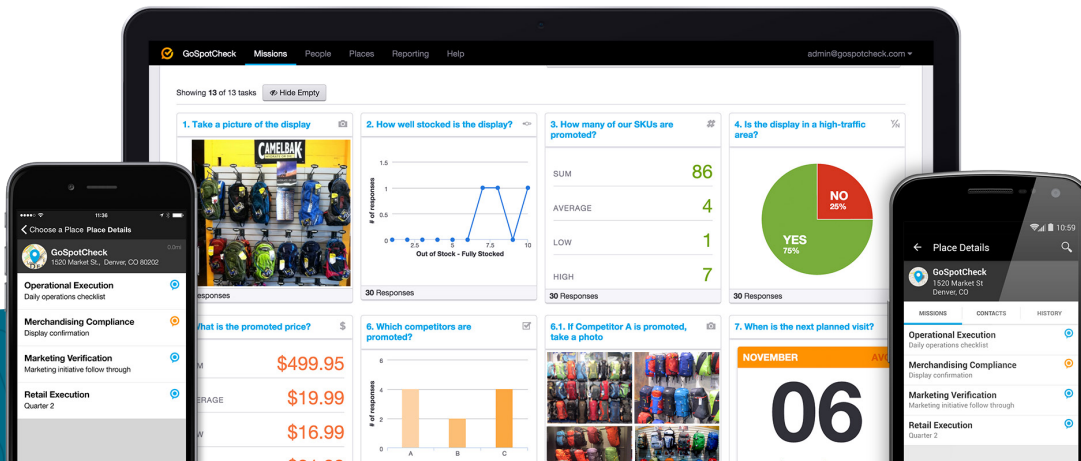
Some of CamelBak's Missions gather data surrounding education efforts and staff interactions to ensure that retailers are given clear instructions. "GoSpotCheck has the ability to customize reporting and provide a rapid turnaround for information that vendors can use to communicate with reps," Hancock said.

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With the collected data, CamelBak examines trends related to merchandising, product inventory, and styles in comparison to point of sale data. "Our goal is to use GoSpotCheck for information to inform decisions about what's happening with sales numbers and get ground-level information from reps," Hancock explained.

CamelBak internal and independent reps collect data on the current state of merchandising, POS, and displays— often including photos as additional verification. "For example, during a Labor Day sale we will check for sale signage and related marketing opportunities," Hancock said. CamelBak also monitors competition by checking assortments, style counts, and tracking increasing or decreasing inventory.

Increased visibility around in-store operations—including perfecting training clinics for staff and streamlining merchandising strategy —helps CamelBak save time between and during account visits. Reps can clearly mark completed tasks and use GoSpotCheck Missions as a to-do list. "GoSpotCheck is a superior product compared to what's in the marketplace," Hancock said.

CamelBak's commitment to innovation is the basis for its product line and the driver behind implementing new technology to enable efficiency and productivity. GoSpotCheck empowers CamelBak to continue serving outdoor enthusiasts as the global leader in personal hydration.

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