

CASE STUDY

Justin's Field Activation Team Spreads Brand Awareness with GoSpotCheck



COMPANY: JUSTIN'S

Justin's®, a nut butter and peanut butter cup manufacturer, uses GoSpotCheck to run its field activation team, collect data points surrounding demos and evaluate product launches.

Justin's was the brainchild of Justin Gold, a Boulder-based vegetarian looking for healthy food to support his active lifestyle. Two years in a row, Justin's has ranked in the top 15 on the Inc. 500/5000 Fastest Growing Companies list in the Food and Beverage category.

PROBLEM

Justin's successful expansion into retail stores throughout the United States continues to drive their nut butter and confection business. Within the last few years, the need for a department dedicated to supporting the brand in-store became more apparent. In August of 2014, Justin's launched a field activation team. One of the team's objectives was to capture in-store data to get a better understanding of merchandising, sales and retail execution.

“One of the first tasks was to figure out how to manage all the people in the field, and more importantly, the data the field team was collecting.”

said Katie Noel, Justin's Field Activation Director. “A lot of other companies were still using gigantic spreadsheets and wonky Excel tables. I was not interested in going down that road.”



Noel began looking for a cloud-based mobile data collection tool to help aggregate large quantities of information and synchronize sales efforts. Prior to GoSpotCheck, Justin's was working with a different SaaS company. However according to Noel, "their customer service was not engaged" and the account managers were not proactive.

Justin's wanted to integrate outside data with advanced reporting, which required a solution more robust than Justin's previous field activity management software.

Justin's also has a robust demo team dedicated to gaining trial with new consumers and increasing sales volume within stores through sampling. The team holds four-hour in-store demos and captures data points surrounding the number of new customers, product sales and inventory statistics.

Both the demo and field activation teams needed a way to keep track of daily activity and monitor progress.

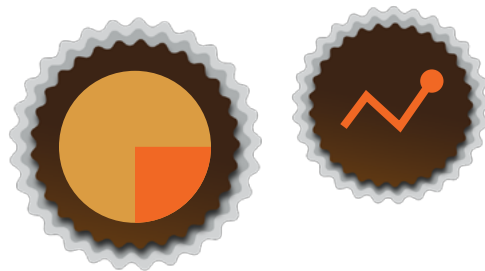


SOLUTION

With the use of GoSpotCheck reporting tools, Justin's can examine data for proof of a residual sales lift.

Ideally, each demo will generate new customers and open current customers to more products within the company portfolio.

“GoSpotCheck is a huge accountability tool—to run a nationwide program, you can't be in each market every day with the people that are working on those teams,” Noel said. “It's nice to have a general record of where people have been and what they have accomplished—just to make sure things are done according to plan.”



Additionally, Justin's has the ability to compare field data against sales numbers, and aggregate the figures in sharable, easy-to-digest formats.

“Within GoSpotCheck, we can filter our data,” Noel said. “We can look at a 30,000-foot view of what the field activation team is accomplishing nationwide. If we want to dive into a market that we know has been really successful, we can filter by a specific store, grocery chain or even by date.”

A graphical representation of thousands of data points makes compiling large quantities of information effortless.

“Instead of having to export data into Excel and create our own reports and graphs, the entire process is built into GoSpotCheck,” Noel said.

The benefits of GoSpotCheck go beyond data capture capabilities. Dedicated account managers and developers work to customize data aggregation so that reporting provides an actionable data set to every customer.

“We really feel like GoSpotCheck brings ideas to the table,” Noel said. “I feel like GoSpotCheck takes the time to understand our business, and come up with reporting ideas to help look at Justin's in a new way—and examine things we weren't currently paying attention to.”

OUTCOME

The GoSpotCheck reporting team created a platform for the field activation team to measure, track, aggregate and report what was happening at street level. This intelligence has been critical to the on-going optimization of their efforts.

Justin's has had an enormous amount of success with GoSpotCheck, and as such, is integrating the platform into other departments.

"Our sales team and sales counterparts can utilize information captured in-store and bring it into their national buying meeting," Noel said. "Before, the field team wasn't clearly communicating what was being accomplished because there wasn't a good way to share that information."

Thanks to GoSpotCheck, Justin's sales personnel can quantify marketing efforts and, according to Noel, the ability to demonstrate Justin's value with hard data creates stronger relationships with retail partners.

Noel said she's received no negative feedback about GoSpotCheck, regardless of the team member's technical ability. One of her favorite aspects of GoSpotCheck is the conditional formatting, which has saved Justin's field activation team time and energy. "Everybody was excited and said it was so easy to use," Noel said.

"There are so many features of GoSpotCheck that have wowed us—wowed me, and the rest of the team when I'm able to share what we are currently capturing and the different ways that we can examine the data."

GoSpotCheck Can Help Your Business Too

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

[REQUEST A DEMO](#)

[or View More Resources Here](#)