

**CASE STUDY:
RUSSIAN STANDARD**

A business benefit:

One-stop solution: How Russian Standard Vodka's small Canadian team leveraged the Last Call Analytics dashboard to play against giant competitors.



By deploying the Last Call Analytics dashboard, Russian Standard now has an all-in-one solution that allows them to efficiently make data-driven decisions that give them a competitive edge.

CLIENT OVERVIEW

Russian Standard Vodka is a global creator of authentic Russian premium vodka. The Russian Standard vodka portfolio dominates the premium segment in Russia with a 60 percent market share and sales of over 1.9 million cases per year in Russia and over 50 export markets across Europe, Canada, the U.S., and Asia. Roustam Tariko, the founder of Russian Standard, introduced Russian Standard in 1998 as the first authentic Russian premium vodka. Russian Standard vodkas are made with only the finest Russian ingredients, uniquely conforming to the formula for vodka established in 1894 by famed Russian scientist Dimitri Mendeleev for Russia's Czars. Two years after launch, sales of Russian Standard surpassed all imported premium vodkas on the Russian market, leading to broad international expansion and the launch of Russian Standard Platinum in 2001, and Imperia Vodka, the company's luxury brand, in 2004. For more information, please visit www.russianstandardvodka.com.

BUSINESS CHALLENGE

Before using the Last Call Analytics Dashboard, Russian Standard Vodka relied on a variety of different tools to derive raw data for each separate Province to formulate its business plans. With only a small team based in Canada, Russian Standard doesn't employ dedicated data analytics employees or have the time and resources to derive the available data into actionable insights and plans.

The vodka market in Canada is highly competitive, so Russian Standard sought a tool that would provide them with the data-driven insights across all of Canada needed to gain an edge and beat out the competition.



ABOUT LAST CALL ANALYTICS

Last Call Analytics is a powerful sales data analytics and visualization platform that empowers frontline sales teams and managers to identify opportunities to improve sales and profitability. The platform has become a key tool for retail operations teams in the beverage alcohol and cannabis industries.

“The Last Call Analytics dashboard has helped almost every dimension of our Canadian business and feeds into our overall global brand strategy. I can’t speak more highly of the platform; it is incredibly worth the money and changes how we participate in the industry.”

- Lynda Little, National Sales and Marketing Director, Russian Standard Vodka.

THE COVID-19 IMPACT

Amid the Covid-19 pandemic, Russian Standard couldn’t have an in-store sales presence due to health precautions set to help stop the spread of the virus. This created blind spots in delisting and shortages. By using the dashboard, Russian Standard salespeople can quickly call stores to check in on de-listings and deficiencies and check volumes in relation to purchase orders to be sure that the correct number of products are on the shelf in the right places.

THE WINNING SOLUTION

Since working with the Last Call Dashboard, Russian Standard has experienced great success in streamlining and optimizing their sales; salespeople can now easily understand the province-specific data needed to plan their days and routes, prioritizing the most strategic accounts, and confidently sharing reports with store managers on Russian Standard offerings. Through the dashboard, sales representatives can identify where the products are successful – and where they aren’t, allowing them to plan where to do tastings and promotions. In addition, Last Call Analytics gives the Russian Standard team insight into where their competitors are and aren’t doing well, allowing Russian Standard to target the weaker spots and increase their footprint and brand recognition by targeting competitors’ shelf space.

The Last Call Dashboard has given Russian Standard insight into matters they weren’t aware of. The dashboard showed pockets of Alberta that were peak sales spots for vodka where Russian Standard had no dedicated staff. Through this analysis, Russian Standard hired a new salesperson in the region, who has quickly driven the brand’s success in Alberta. In addition, when seeking to launch new offerings, the Last Call dashboard allowed Russian Standard to develop products with the highest consumer demand, down to flavor and size format specifics.

Last Call Analytics has empowered Russian Standard to make quick and confident decisions, optimize reports, improve global brand strategy, and remain competitive in the tough vodka market.

KEY BUSINESS BENEFITS FOR RUSSIAN STANDARD INCLUDE:

- Competitive analysis and edge
- Data-driven decision making
- Optimized reporting
- Insights for new product formulation
- Added confidence for sales pitches
- Seamless training and customer support