

**CASE STUDY:
BRUCE ASHLEY GROUP**

A business benefit:

Last Call Analytics optimizes Bruce Ashley Group's reporting, organizes the team, and helps to land new suppliers.



Bruce Ashley Group sought a CRM tool that would help organize their sales team, but they got that and many more actionable business insights and strategies through Last Call Analytics.

CLIENT OVERVIEW

For nearly three decades, the dedicated team at Bruce Ashley Group has been passionately and progressively reshaping the Canadian beverage marketplace. Proudly representing over 60 alcoholic and non-alcoholic beverage brands from every corner of the globe, ours is a story of staying true to our roots while never resting on past successes. We're privileged to represent some of the world's most storied beverage brands—from waters to sodas, beers to spirits. Our depth of experience coupled with an agile and modernized approach to beverage marketing and brand development has made us an important builder in the Canadian drinks industry. But it's our focus on relationship-building, our passion for exploration and our unwillingness to accept good while instead striving for better, that truly sets us apart. For more information, please visit www.bruceashleygroup.com.

BUSINESS CHALLENGE

Bruce Ashley Group primarily sought a CRM to help them organize and structure their days. They lacked uniformity – the sales representatives in the field were using various forms and formats to submit reports, which was challenging to keep track of. As Bruce Ashley Group management began researching CRMs, they became interested in ones that offered more additional attributes, like data, to understand further what was happening in the field.



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.

“Suppliers want data. You need data to win deals. A few years ago, we did a presentation to a supplier and lost to another agent because they showed data, and we didn’t. Now we can have compelling conversations backed by data when pitching new suppliers. I can’t think of where we would be without Last Call Analytics.”

- Ryan Charkow, Business Development Manager at Bruce Ashley Group.

THE COVID-19 IMPACT

During the Covid-19 pandemic, sales representatives could go into stores but weren’t able to have conversations with store managers in efforts to socially distance and stop the spread of the virus. With Last Call Analytics, sales representatives were able to go into the stores, look at displays and shelves, take pictures of needs, and send that to the store manager, backed up with actionable data insights. This allowed the sales representatives to maintain their relationships and continue sales progress.

When sales representatives weren’t able to get into the stores, Last Call Analytics gave them clear visibility on inventory and stock-outs so that they could manage from afar.

In addition, amid the economic downturn, Last Call Analytics data insights helped Bruce Ashley Group to land four new suppliers.

THE WINNING SOLUTION

Through an industry recommendation, Bruce Ashley Group looked into Last Call Analytics. They were impressed by the organizational aspects of the CRM and the easy-to-use, actionable data insights explicitly designed for the alcohol business, where other mainstream industry CRMs weren’t. The onboarding and customization time required to start with a mainstream business would have added weeks or months to their kickoff period. With Last Call Analytics’ built-in data insights for the alcohol industry, choosing the platform was an easy choice.

Royal Unibrew, a Denmark-based business, recently acquired Bruce Ashley Group. The platform has been instrumental throughout the process by providing the local team and corporate access to industry insights and brand performance in near real-time. This is especially helpful, given the time differences between the organization’s locations, which would otherwise cause lags between conversations due to relying on back and forth. Now, the whole business has the correct, valuable data right where they need it, in each user’s preferred form.

Last Call Analytics CRM capabilities and data insights have given the sales representatives the added organization, confidence, and ammunition to succeed in the field. Where beer tastings and pizza used to drive sales, data is now leading the charge. Through the platform’s insights, the sales team has moved to data-driven selling, become more productive, and maximize their time.

The competitor data provided through Last Call Analytics uncovered insights that Bruce Ashley Group was shocked to find – before using the platform, they assumed that lowering a price would lead to sales jumps when it historically does not for certain brands.

KEY BUSINESS BENEFITS FOR THE BRUCE ASHLEY GROUP INCLUDE:

- Competitive analysis and edge
- Data-driven decision making
- Straightforward metrics
- Targeted sales activity
- Added confidence for sales pitches
- Seamless training and customer support
- Efficient and streamlined reporting and presenting