

CASE STUDY:  
SOCIAL LITE VODKA

## A business benefit:

SoCIAL Lite Vodka leverages Last Call Analytics actionable insights to remain competitive in the highly competitive RTD canned cocktail market.



*Since using Last Call Analytics, SoCIAL Lite Vodka has gained granular insights and data across all of Canada in one easy-to-use platform.*

## CLIENT OVERVIEW

SoCIAL Lite Vodka's beverages deliver a crisp, clean taste without any sugar, sweetener, or artificial ingredients. From their founders' kitchens, they crafted canned cocktails with premium vodka, soda, and 100% natural flavours for everyone who wants to be social and live lite.

For more information about SoCIAL Lite Vodka, visit [sociallitevodka.com](http://sociallitevodka.com)

## BUSINESS CHALLENGE

The SoCIAL Lite Vodka team sought Canadian national data on the highly competitive ready-to-drink canned cocktail (RTD) market to strategize their plans and report on their business. They found a variety of tools for the different provinces and territories but were exhausting their small teams' time and resources to parse the raw data into actionable insights. They sought out a simplified tool that would report on Canada's whole beverage alcohol market while giving the SoCIAL Lite Vodka team crucial, mission-critical data to run their business.



*"Last Call Analytics has given us the guidance and visibility we need to run our business, which is in the most competitive alcohol market – ready to drink canned cocktails."*

*- Joshua Overholt, Supply Chain Manager, & Data Analyst at SoCIAL Lite Vodka*

## 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.

*“Through using Last Call Analytics, SoCIAL Lite continues to grow bigger and better. We are formulating our strategies based on hard data, then taking those actionable soundbites to store managers to get better shelf space and promotions that will work harder for both SoCIAL Lite and the store. Last Call Analytics’ data is as granular as you can get and has been a necessary tool in getting our teams up and running.”*

*- Bromlyn Bethune, Vice President of Sales at SoCIAL Lite Vodka*

## THE COVID-19 IMPACT

With the Covid-19 pandemic, SoCIAL Lite Vodka representatives can't travel to stores for sales conversations and have relied heavily on phone and video calls to have those conversations. The Last Call insights have been instrumental in those virtual calls, allowing representatives to quickly pull up and share hard data, ultimately improving their confidence and leading to more meaningful conversations.

Amid the pandemic, Last Call Analytics has given SoCIAL Lite Vodka visibility into changing consumer preferences around mixed packs and format sizes, which they have been able to act on to improve their sales.

## THE WINNING SOLUTION

Since switching to Last Call Analytics, SoCIAL Lite Vodka can now quickly and efficiently obtain and act on the daily data insights provided by the software across all of Canada. Through the platform, SoCIAL Lite Vodka can now slice and dice the data sets to better understand their performance in relation to competitors and ultimately have a better understanding of the highly competitive RTD market at the store level.

Last Call Analytics' data has shown the lifecycle of products varies significantly between each province, which has been critical in formulating SoCIAL Lite Vodka's region-specific strategies. Without Last Call Analytics, they would not have easily derived these insights, as each province's data sets were stored on different systems and platforms. Now, they can dive into the specifics of each province quickly.

For SoCIAL Lite Vodka sales representatives, Last Call Analytics has served as a CRM, providing data and insights that assist them in planning their routes, tracking calls and activity, driving meaningful sales conversations, and providing factual and hard data to store managers. Last Call has eliminated the need for complicated spreadsheets by housing all the Canada alcohol beverage and SoCIAL Lite Vodka specific data and insights in one easy-to-use tool.

In addition, Last Call Analytics data revealed the need for additional SoCIAL Lite Vodka sales support in Alberta and British Columbia, where they have since hired new employees to bridge any gaps in the regions.

### KEY BUSINESS BENEFITS FOR SoCIAL LITE VODKA INCLUDE:

- Continuous business growth
- Eliminated stock-outs
- Data-driven decision making
- Efficient and streamlined reporting
- Targeted sales activity
- Added confidence for sales pitches
- Competitive analysis and edge
- Seamless training and customer support