

# How One of Soda's Most Classic Brands **Modernizes Field Team Management**



## COMPANY: LORINA

Lorina, a European soda brand, has expanded internationally since the company's beginning in 1895. Created by Victor Geyer in Munster, France, the artisanal, all-natural soda is distributed in over 40 countries.

Lorina offers Premium French sodas created with a secret family recipe dating back to the 19th century. The popular drink comes in a variety of flavors, including Traditional Lemonade, Traditional Orangeade, Pink Lemonade, Blueberry Lemonade, French Limonade, and French Berry Lemonade.

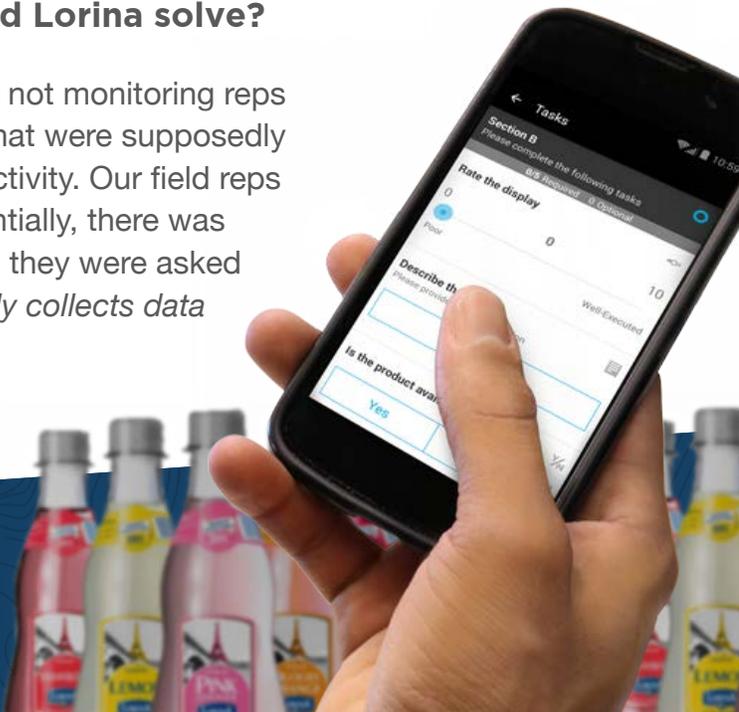
Lorina uses GoSpotCheck to track sales, document follow-up information, and maximize opportunity during in-store visits. We sat down with Zach Halpern, National Account Manager at Lorina, to understand more about how GoSpotCheck enables Lorina to monitor rep activity, create new accounts, and report the brand's success.

### Can you tell us a little about how Lorina uses GoSpotCheck?

We use GoSpotCheck as a tracking mechanism for sales and strategy. The software helps us determine what people are doing, and what level of success they are achieving. It provides us with instant feedback about what exactly is going on in the field.

### What problem has GoSpotCheck helped Lorina solve?

Before implementing GoSpotCheck, Lorina was not monitoring reps in the field. We had people in the marketplace that were supposedly doing their job but we had no way of tracking activity. Our field reps may or may not have been visiting stores. Essentially, there was no way to make sure field reps were doing what they were asked to do. *Thanks to GoSpotCheck, Lorina effectively collects data surrounding in-store activity.*



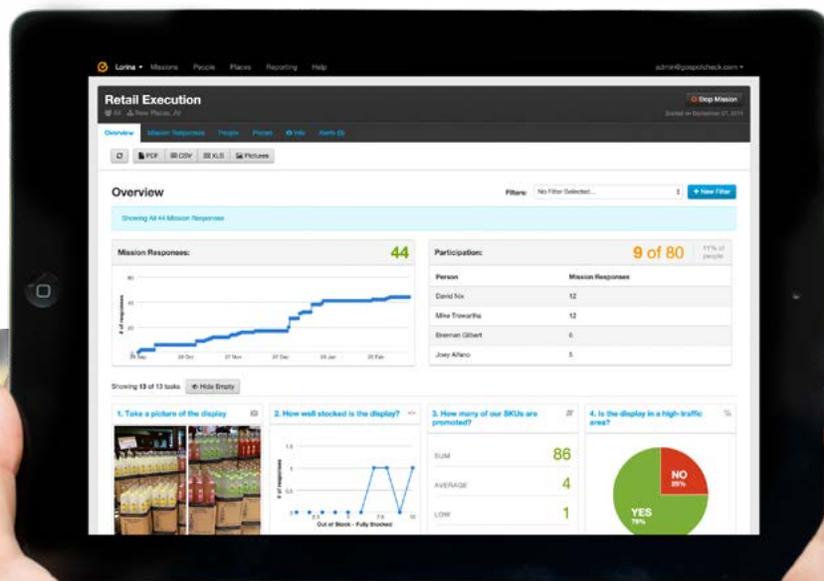
## How does Lorina benefit from using GoSpotCheck?

GoSpotCheck provides instant information. We always know what's going on with accounts and what field reps are doing – whenever and wherever. The product also gives us sales and tracking information, including account status and necessary steps for follow-up visits. GoSpotCheck has become essential to our sales process and crucial for keeping our sales people organized.

## What do Lorina field reps think of GoSpotCheck?

GoSpotCheck is helpful for the field reps that need to collect information in the marketplace. The majority of Lorina field reps work in Manhattan. If they visit an account at a busy time, the reps will often need to return for a follow-up appointment. During the initial visit, reps can record instructions regarding the follow-up in the GoSpotCheck app. The notes can be specific, like the person's name at the account that will be best to talk with at a later time.

*By arming reps with information, GoSpotCheck helps establish credibility for our field team. Similarly, the app strengthens Lorina's reputation. It helps people in the field and helps us – the people managing the people in the field – even more.*



## Do you use GoSpotCheck for internal incentive programs?

We base our bonus system off data collected with GoSpotCheck. Certain products are sometimes refused when the distributor brings them into a store and other issues involving third parties can cause additional bottlenecks. We use GoSpotCheck to track the status of certain problems, and related activity in-store helps determine monthly bonuses.

Furthermore, we can validate distribution data with GoSpotCheck data and vice versa.



## What are your favorite features of the application or dashboard?

I love that GoSpotCheck is fully customizable. You can alter GoSpotCheck in any way you see fit for whatever markets you're trying to focus on. At first, Lorina used the platform in a more fluid manner, but now we have one set Mission that works well for us. The platform is also user-friendly for people in the field.

I like the reporting; it is difficult for me to sort through mass amounts of information and GoSpotCheck aggregates data – thus eliminating the manual aspect. In addition, the application works well offline, which is great for our reps that enter dead zones or places with no cellular data network or WiFi.

## Can you discuss any time or financial savings that correlate with GoSpotCheck?

Thanks to GoSpotCheck, we can monitor reps' in-store activity. Based on data collected through the platform, Lorina can validate all the great work field teams do in the marketplace. Follow-up information stored in the GoSpotCheck app make account visits effective and efficient, thus saving Lorina time and money.

*I do know that on an everyday basis, GoSpotCheck positively affects our business.*

## Please describe your experience working with the GoSpotCheck team.

It's been very easy. Our account manager, Jeff, is great. He is super responsive and very accommodating – always ready to jump on a call, if need be. He finds innovative solutions for any problem we have and is available as a support system. All around, GoSpotCheck is very helpful.

## What would you tell another company about us?

I frequently meet with other manufacturers that share our distributor in New York City and our group is always discussing software and tools – so we often compare solutions. I tend to sell GoSpotCheck because I think it's the best platform to use. I talk about everything that can be customized and the reports that we access online. I think GoSpotCheck is a great product and I speak very positively about it. So the short answer is: *I would tell another company the benefits of GoSpotCheck are far-reaching and visible.*

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