



Survey On The Spot
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Vision Concepts/Monarch Beverages

Vision Concepts supports Monarch Beverages, a leading midwest beer and wine distributor, by helping them monitor promotional performance at retail - ensuring that they get their bang for their promotional buck.

Problem

Vision Concepts needed to:

- Make it easier for their field team to collect data at retail confirming merchandising performance
- Easily incorporate photos as validation of retailer performance
- Save the time and money associated with transposing traditional survey data

How Survey On The Spot helped

- Surveys can be published easily as the promotional requirements change
- Surveys can be taken on any smartphone, initiated by a mobile link or text message
- Photo questions can validate merchandising performance
- Data can be easily compiled for reporting and promotional payment support

Voice of OUR Customer - Michelle McPheron, Director

My team LOVES IT. They can enter responses to merchandising reports on their smartphones making it quick and easy to collect all of the data we need. They are able to be more productive and so am I. Monarch loves the turn-around time and our ability to tailor surveys for all of the many brands they distribute. The user interface and reporting system are quick and easy to use so I can change surveys in a moment's notice and provide the results later the same day.

How other businesses can use Survey On The Spot

By implementing Survey On The Spot mobile applications, coupled with our real-time, SaaS reporting backend, businesses can:

- Greatly improve the ease and speed of field data collection
- Learn more about the daily operations in their retail locations in real-time
- Validate merchandising performance and physical conditions with photo question type
- Receive instant management alerts if there is a critical safety or sanitation issue identified
- Utilize QR code markers to ensure on-site location visits have taken place