



# Liquor Company Achieves Perfect Pour with Wiser



IN-STORE EXECUTION  
Retail Intelligence

## About

One of the world's largest alcohol brewing companies partnered with Wiser to test the impact of its 'Perfect Pour' strategy in the beer category and track on-trade compliance, striving to deliver the perfect serve experience to boost consumer's purchase intent and check post training compliance. Real shoppers provided insights through Wiser on their experience and purchase intent.

## Challenges

Assessing the impact on a shopper's purchase intent can help brands increase the return on investment behind their Perfect Pour strategy.

However, the lack of robust and consumer-centric data often prevents brands from understanding the real impact of bar staff training on shopper's experience and their purchase intent. The brewing company was previously leveraging its own field team to assess Perfect Pour, but noticed that data was often heavily biased, as sales reps were incentivized based on their Perfect Pour compliance results.

In order to identify key sales drivers and test their Perfect Pour strategy, the customer needed to be able to link granular KPIs collected at the venue level with compliance and shopper experience provided from an unbiased source.

## Benefits



### On-Trade Store Coverage

Shoppers visited venues across the country, trained to provide "Perfect Pour" analysis with their interactions.



### Unbiased Shopper Sentiment

Shoppers shared the impact of the on-trade environment and their experience consuming the product.



### Perfect Pour Analysis

Results analyzed for customer journey and best practices in terms of compliance and branded material to influence re-purchase intent.

## Results



### Training Strategy Feedback

Received unbiased and actionable feedback within a short timeframe, allowing them to understand impact of training venues with Perfect Pour strategy.



### Compliance Metric Validation

Strong correlation between 'High compliance' on Perfect Pour steps leading to 'High repurchase intention', validating the customer's established picture of success.



### Program Continuity

Customer drove a significant 30% compliance increase with their Perfect Pour strategy in the first year. Wiser continues to deliver monthly checks for the client.



### COMPLIANCE

Year 1



Year 2



>2x better execution with compliance-centric compliance audit coupled with feedback loop and targeted training

### RE-PURCHASE INTENT

Non-Compliant



Compliant



100% shoppers having experienced 'Perfect Serve' say they are highly likely to reorder the brand

● Low ● High ● Very High