

## Case Study

# Leading BevAlc Brand Leverages OneTouchPoint to Streamline Point-of-Sale Management for Rapid Growth

Beverage & Alcohol

## Overview.

In the competitive and fast-paced beverage and alcohol industry, operational efficiency and brand consistency are critical for success. To optimize their brand's impact, a BevAlc company partnered with OneTouchPoint to overcome significant challenges in point-of-sale (POS) management.

**The results?** Increased operational efficiency, creativity, and market presence for the rapidly expanding company.

Secured featured floor space in **200 stores** with a **64% increase** in placement and overall store presence.

## About the Organization.

One of the world's fastest growing ready-to-drink (RTD) cocktail brands faced significant operational challenges managing their point-of-sale processes through disconnected Excel spreadsheets and multiple vendor relationships.

Selling millions of cases annually and operating across multiple regions with complex seasonal ordering requirements, the beverage and alcohol company needed a solution that could scale with their rapid growth while maintaining operational efficiency and brand consistency.

The organization's success in competitive markets demanded precise inventory management, creative flexibility, and seamless integration across their distributed operations.



### Current Results.

- ✓ Improved Efficiency
- ✓ Enhanced Financial Reconciliation
- ✓ Strategic Display Success

# Business Challenges.

The BevAlc brand encountered several critical operational challenges that threatened to impede their continued growth trajectory:

## Key Pain Points:

- ✓ **Fragmented Management Systems:** The organization relied heavily on Excel spreadsheets to manage their point-of-sale (POS) processes, creating inefficiencies and potential for human error across their expanding operations. This manual approach became increasingly unsustainable as the company experienced growth.
- ✓ **Multiple Vendor Complexity:** The company worked with numerous vendors to procure POS materials, resulting in inconsistent quality, variable delivery timelines, and complicated coordination efforts that consumed valuable internal resources.
- ✓ **Seasonal and National Ordering Challenges:** Managing complex ordering windows across different regions and seasonal requirements proved difficult without centralized oversight and automated workflows. The lack of standardized processes hindered their ability to respond quickly to market opportunities.
- ✓ **Inventory and Warehouse Management Issues:** Without proper warehouse management systems, the company struggled to maintain optimal inventory levels, control freight costs, and ensure product availability when needed for field activation.
- ✓ **Creative Resource Limitations:** The organization required an experienced creative team capable of designing and executing solutions for nationwide events while remaining flexible enough to adapt to constantly evolving business needs and growth requirements.

## Strategy & Solutions.

OneTouchPoint implemented a comprehensive enterprise solution designed to address each of the BevAlc company's operational challenges through integrated technology and expert account management:

- ✓ **Centralized Online Platform:** OneTouchPoint deployed an online management system that replaced fragmented Excel-based processes with streamlined digital workflows. This platform provides complete visibility into program activities, enabling precise decision-making across all organizational levels.
- ✓ **Comprehensive Reporting Infrastructure:** The solution includes sophisticated reporting capabilities specifically designed to meet



## Key Pain Points.

- ✓ Relying on Excel spreadsheets
- ✓ Lack of vendor consolidation
- ✓ Disjointed ordering processes
- ✓ Limited creative & design expertise



## Solutions Implemented.

- ✓ National/Seasonal Ordering & Inventory Management Platform
- ✓ Print-on-Demand Services
- ✓ Production & Fulfillment
- ✓ Warehousing

complex financial auditing requirements and facilitate accurate budget allocation across multiple regions. These reporting tools ensure complete transparency and accountability throughout the organization.

- ✓ **Strategic Warehouse Management:** OneTouchPoint established bi-coastal warehouse facilities strategically positioned to minimize freight costs while maintaining optimal inventory levels. This geographic distribution model ensures rapid fulfillment capabilities across the client's national footprint.
- ✓ **Evergreen Inventory Strategy:** Critical evergreen items are now maintained in constant inventory availability, ensuring field teams can activate campaigns and promotional activities without delays. This approach proved essential for maintaining brand momentum and competitive positioning.
- ✓ **Dedicated Account Management:** OneTouchPoint's specialized account management team functions as an extension of the client's marketing department, expertly managing customer requests, new inventory production, seasonal items, and reorders through the integrated online platform.
- ✓ **End-to-End Order Tracking:** The comprehensive solution provides complete visibility from production through delivery, enabling users to track orders in real-time and maintain precise control over their supply chain operations.

## Results to Date.

The OneTouchPoint solution has delivered substantial operational improvements and measurable business outcomes:

- ✓ **Streamlined Program Management:** The implementation of comprehensive online ordering tools eliminated manual processes and significantly reduced operational complexity while improving accuracy and efficiency across all program activities.
- ✓ **Enhanced Financial Reconciliation:** The reporting infrastructure enabled finance teams to easily reconcile all monthly activities, improving audit compliance and budget management capabilities throughout the organization.
- ✓ **Strategic Display Success:** OneTouchPoint's creative team designed and produced an innovative golf-themed display featuring an adjustable golf cart and tee setup. This flexible design accommodated various installation requirements, allowing sales teams to stack products on pallets or build displays from floor level. The strategic display initiative resulted in securing featured floor space in over 200 stores and achieved a remarkable 64% increase in placement and overall store presence, directly supporting the company's primary golf market targeting objectives.

## Positive Business Impact.

OneTouchPoint's comprehensive enterprise solution successfully transformed the company's POS management operations, replacing fragmented manual processes with an integrated platform that supports continued rapid growth. The strategic combination of advanced technology, bi-coastal warehouse infrastructure, and expert account management has positioned the organization for sustained success in competitive markets.

The measurable results, particularly the 64% increase in store placement through innovative display design, demonstrate the tangible value of partnering with OneTouchPoint for complex point-of-sale management requirements. As the RTD BevAlc brand continues to expand their market presence, the scalable platform and dedicated support structure will accommodate evolving business needs while maintaining operational excellence.

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