

# The Huws Gray Challenge for Vecta Sales Analytics & CRM

***"A targeted Vecta campaign saw a 20% increase in sales for the targeted products year on year."***

**Huws Gray have grown from a single branch to one of the largest independents in the UK, with branches from Hay-on-Wye in Herefordshire up to Heckmondwike in Yorkshire and across to Derby.**

## **A fast expanding branch network...**

Already aware of the importance of using customer and sales information and data prior to using Vecta, Huws Gray were utilising a range of cumbersome reports for sales staff and management. Their reports took considerable time to produce and still meant that the branches and management struggled to see the wood for the trees. Staff felt that they were working blind with only a snapshot of what was happening at any given time, so gaps were often missed.

The challenge for Vecta was to better equip branches with insight and information to guide decision making and highlight opportunities without relying on Head Office for reporting. Once adopted, Vecta quickly delivered tangible benefits, with the team spotting and acting where customers were not buying associated products. The result has been increased spend and more lines purchased with Sales information now presented to the team in a usable and workable format.

"It's delivered huge efficiency gains. Before Vecta, the branches wouldn't have had a clue about these missed opportunities" says Michael Owen (Jnr). "Vecta is so easy-to-use, we get a screen full of real opportunities at the click of a button along with all the information we need to do something about those opportunities".

## **Key wins with Vecta**

Vecta users at Huws Gray now range from Senior Management to Finance, Purchasing, Branch Managers, Area Managers and Senior Sales staff. "The Area Managers have clear visibility of branch performance and respond and act quickly using the information to support and train branch staff. This also helps to build sales and enable them to work closely with customers and suppliers from a position of knowledge. Everyone now has access to specific information they need for their role. With an automated view of non-spenders and associated sales opportunities (previously really time consuming to get to), we can now act on the opportunities pushed to us whilst keeping a daily track of sales, margins and high and low selling lines".

"Overall Vecta provides visibility and insight into the business which helps us make important business decisions, improves working practices and supports our business expansion and sales growth".

**For information about how Vecta could improve sales insight  
call: 0114 262 2020 or email: [pashwood@vecta.net](mailto:pashwood@vecta.net)**



**Sales Analytics & CRM**



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