



The Huws Gray Challenge for Vecta Sales Analytics & CRM

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HUWS GRAY discuss Sales Intelligence



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Michael Owen (Jnr)
Huws Gray

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The Company

Established in 1990, Huws Gray has grown from a single branch builders merchant on Anglesey to become one of the largest independent merchants to the domestic and trade markets in the UK, with branches from Herefordshire up to Heckmondwike in West Yorkshire.

Covering all bases, from below-ground drainage products, bricks, blocks, doors, windows and roofing materials through to plumbing supplies, Huws Gray specialist centres offer the complete package.

In addition to a strong Branch Network Huws Gray offer an e-commerce brick website supplying to customers across the UK and hold an extensive stockholding including over 8 million bricks (with over 700 varieties to manage).

Vecta Sales Intelligence

A powerful and easy-to-use Sales Intelligence & CRM solution, Vecta is designed to enhance sales efficiencies and improve results, by automatically identifying and alerting the sales teams of gaps in spend, link-sell opportunities and potential problems with lost or drifting customers. Complemented by an effective and easy-to-use CRM, Vecta prompts a more proactive approach to sales and enables fast, flexible analysis highlighting alternative or related products to increase order values.

The Huws Gray Challenge for Vecta Sales Analytics & CRM

‘Pre’ Vecta, the management at Huws Gray were already aware of the importance of using customer and sales information. However, despite running reports for the management and sales staff, it still proved difficult for their branches and management to see the wood from the trees. The reports being used at the time were numerous and cumbersome and took considerable time to produce and analyse and staff often felt that they were working blind

with only a snapshot of what was happening at any given time. It also meant that any gaps or changes in purchasing trends and anything that needed prompt attention was easily missed. They would often find that even when a need for action was ‘uncovered’ more reports were required, resulting in an over reliance on a small number of people and too much time spent searching for detail rather than on taking action to resolve the situation

Key wins with Vecta

Members of the Huws Gray management initially met with the Vecta team at a Builders Merchants Federation industry event and after some discussion suspected that the Vecta solution could transform their previous lengthy working practices so decided to investigate further.

A fast expanding branch network..

The challenge set for Vecta, was to better equip branches with insight and information to facilitate their growth plans, also help guide decision making and highlight additional sales opportunities without reliance on Head Office for reporting.

Once adopted, it quickly delivered tangible benefits. The team were able to spot and act quickly on instances where customers were not buying associated products and the results were noticeable; increased customer spend, more lines purchased and the efficiency gains of all of the sales information being presented to the team in an actionable and easily interpreted format.

“Vecta has delivered huge efficiency gains, previously the branches were missing opportunities without realising they were even there”. Michael Owen (Jnr) tells us. “It’s 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 take action to deliver on those opportunities”.

“When we ran a targeted campaign we saw a 20% increase in sales for those products year on year”.

Michael Owen (Jnr)
Huws Gray

Vecta Benefits:

- Improved visibility and management control
- Enables the team to work from a position of knowledge
- Ensures a more proactive and planned approach
- Improves efficiency and performance.

Proving valuable cross-departmentally, Vecta users at Huws Gray range from Senior Management to Finance, Purchasing, Branch Managers, and Area Managers to Senior Sales staff. “The Area Managers now have clear and instant 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 enables the team to work closely with customers and suppliers from a position of knowledge”.

“Of course our aim is to increase sales and we recognise that the easiest way to achieve this is to work closely with existing customers. Now, immediately a customer drops off, Vecta helps us to pick up on it straight away giving the Manager the opportunity to call and deal with the situation quickly”.

“Huws Gray Branch Managers have responsibility for their customers and all aspects of running their branch making speedy access to information vital. With Vecta each branch now has an instant view of results without the need to spend time producing and analysing reports – everything is there when they need it, so they are now always up to date on results, performance and opportunities.

The ability to monitor sales performance versus any given period or against target is invaluable - Managers always know exactly where their branch and sales people stand in terms of sales and margins, so always know what might need attention”.

Clear and relevant information

Everyone has access to the information they need to fulfil their specific role and 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”.

- Senior management instantly have the full picture of company performance and are able to quickly drill into and break down information to minute detail where needed.
- Our Finance team are able to monitor stock figures, produce product analysis and scrutinise margins easily.
- Purchasing Data is also monitored - this has helped with deal negotiation and ensuring rebate targets are achieved. The team now have more power and control over purchasing discussions with all of the relevant information of purchase and sales levels, trends and changes to hand.
- Branch Managers have a complete picture of their branch. They monitor rebate results as well as alerting the team when attention is needed to ensure targets are met and beaten.

“Vecta has evolved with the business with regular upgrades and new functionality making information even easier to visualise and use. It has helped us to grow sales, we have seen massive efficiency improvements and it makes it so much easier for us to manage margins.

Branches identified customers who were buying items from one product group but weren't buying a related product group. When we ran a targeted campaign we saw a 20% increase in sales for those products year on year.

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

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About Vecta Sales Solutions Ltd

Established in 1998, Vecta Sales Solutions Ltd provides world-class sales intelligence solutions that are used by thousands of people on a daily basis to dramatically improve their sales performance. Vecta operates from its headquarters in Sheffield and offices in Milton Keynes.

Vecta significantly improves sales effectiveness and boosts the sales performance and efficiencies of manufacturing, distribution and wholesale companies. Equipped with Vecta Sales Intelligence & CRM, companies gain optimum insight into their customers' buying patterns, contact history, product sales, territory results and much more.

Vecta provides instant visibility of relevant actionable information and automatically analyses buying patterns to identify opportunities for future sales or areas requiring attention - it then highlights these to the sales team. Using Vecta, sales led organisations can eliminate wasted effort and ensure they concentrate on the opportunities and actions that benefit their company most.

Vecta quickly becomes invaluable throughout the business:

Managers have immediate and complete visibility of sales and activity to aid decision making and direction to the team.

Sales people benefit from instant access to vital information about their customer buying patterns and account status - wherever they are and whenever they need it. It prompts them of where the best opportunities exist to ensure effective territory management and ensures that call preparation is efficient, relevant and fast resulting in a more successful and productive team.

The **Marketing team** can quickly pin-point, segment and target the customers most suitable for specific marketing effort and which products they should be buying - results are simple to measure and monitor.

Vecta is a truly integrated solution, much more than just reporting. It's easier to use than traditional BI and more informative than stand-alone CRM, ensuring businesses increase average order size, improve customer retention and increase share of market, resulting in optimum revenue, margin and efficiencies.



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Registered Office:

Vecta Sales Solutions Ltd
4th Floor
Fountain Precinct
Balm Green
Sheffield S1 2JA
Telephone: 0114 262 2000

Milton Keynes Office:
Telephone: 01908 249758
Email: sales@vecta.net
Web: www.vecta.net



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A part of the Electronic Data Processing Plc Group.
www.edp.co.uk

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