



Screwfix expands use of VECTA to drive sales effectiveness

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Martyn Sheppard discusses Sales Intelligence



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The Company

Screwfix (a subsidiary of Kingfisher PLC) is the UK's largest direct and online supplier of trade tools, accessories and hardware products, with over 30 years' experience in the industry. Screwfix operates from over 200 trade counters and their state-of-the-art central distribution centre based in Stoke-on-Trent ensures a best in class next-day delivery promise.

Screwfix's UK website offers 24 hour access to over 18,000 stock lines and power tools at trade prices, dispatching tens of thousands of parcels every week for next day and weekend delivery to tradesmen, handyman and serious DIY enthusiasts all over the UK. With an annual turnover of £515million in 2011, the company holds in excess of 4 million customer records and offers a true multi-channel service. Within such a large active database, several thousand key trade and multi-site accounts are managed by the Screwfix Key Accounts Teams.

“Key Accounts has become a very profitable area of our business,” says Martyn Sheppard, Business Services Manager at Screwfix, “our challenge is to ensure that we continue to provide outstanding levels of customer service, whilst still focusing our people on the best revenue and margin opportunities.”

Intelligence Sells

VECTA is a powerful and easy-to-use sales intelligence & CRM solution designed to improve sales efficiencies and results. It will automatically identify and alert the team of gaps in spend, link-sell opportunities and potential problems with lost or drifting customers and generate detailed information on further opportunities, prompting sales professionals to sell more proactively. VECTA also highlights alternative and additional related products to increase the value of a sale, alongside easy-to-use and effective CRM.

The Business Services team at Screwfix is predominantly office-based, working from the company headquarters and call centre based in Somerset. Martyn Sheppard, Business Services Manager, discusses the problems of growing key trade accounts, whilst being limited by the reporting and analytical capabilities within the incumbent systems at Screwfix:

“Before we deployed VECTA, we were able to run reports and see those customers whose overall spend was in decline, but we did not know the reason why or the detail of the decline. We struggled to articulate this information in a meaningful way, or deliver it to our Account Managers in a timely manner, in order for them to make their sales calling time more effective. Our team therefore required a way to easily identify and interpret information about our existing customers, their ordering patterns and sales opportunities.”

A Strategic Approach

In choosing VECTA, Screwfix found a way of making details about the customer and their ordering patterns easily available to staff in a user-friendly way. Martyn explains:

“VECTA enables us to instantly identify those customers where there is lost business and account drift and what products are in decline, and then direct our Account Managers to call those customers to try to win back the business. We can then maintain and manage meaningful contact and deduce if there is competitor activity or a price or customer service issue to address.”

For Screwfix, it is also imperative to identify any link-sell and up-sell opportunities and VECTA allows it to run very targeted sales campaigns based on customer buying patterns, trends and gaps in spend. It directs the team to the customers it should call and identifies precisely what each of those customers should be buying, allowing the team to maximise the value of every single call and provide improved service to its customers.

“We have seen growth in our top customers of around 15% in a very tough climate.”

Business Benefits:

- Key accounts growth of 15%
- Increased visibility and management control
- More proactive and planned approach to all sales calls
- Improved efficiency and performance

Martyn adds: “Information generated by VECTA is fast, and is easy to access and customise, enabling us to use it to make strategic and informed business decisions within Screwfix’s B2B sales team.

We have seen growth in our top customers of around 15% in a very tough climate and VECTA has definitely been instrumental in helping the team to achieve this.”

Measuring Sales Force Success

Customers are only one part of the equation, the Screwfix sales force is the other. In addition to viewing customer contact and results, there was a need to report and measure sales force activity for targeted campaigns and evaluate for example, the quantity of successful calls, orders taken and the value of those orders. Martyn continues:



“Using the VECTA activity functions, the performance and effectiveness of the entire Account Management Team can now be easily measured and we can see the sales results directly related to the activity we have undertaken, which closes the loop for us.

We have been delighted with VECTA over the years and have now upgraded to use VECTA on the WEB, which we are finding to be even easier and intuitive to use, as well as providing more comprehensive analysis and call logging.



It is providing us with additional functionality that will help us to streamline some of our other Key and National Account processes to save time, improve efficiencies further and optimise productivity of the team.

VECTA has introduced some great new capabilities that make a real difference to our sales operation and the hosted service has dramatically reduced our need for local IT resource.”

Business Agility

In addition to being used within the Key Accounts Team, the VECTA Sales Intelligence Suite provides vital information to other areas of the business that are looking for data relating to B2B performance. The speed and convenience of VECTA reporting enables quick analysis of customer data and allows the business to make decisions on what products to promote to which customers. Martyn Sheppard concludes:

“VECTA is the key link in the systems chain which directs our sales people to sales opportunities within the customer base. Without VECTA, we would spend hours processing and analysing reports, but now the team is more proactive and customer-focused than ever.

Within well under a year of installation, the VECTA Sales Intelligence software easily paid for itself and for the long term. We are committed to its continued use.”

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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, companies gain optimum insight into their customers' buying patterns, contact history, product sales, territory results and much more.

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

VECTA quickly becomes invaluable throughout the business:

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

Sales people become more successful and productive with 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.

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

VECTA is much more than just reporting, easier than traditional BI and more informative than CRM alone. It helps businesses to increase average order size, improve customer retention and increase share of market, resulting in optimum revenue, margin and efficiencies.



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