



Vecta delivers in depth sales intelligence to KRM

KRM is an independent, family run builders' merchant serving Nottinghamshire and Derbyshire. The Ilkeston based company supplies a wide range of building products including timber and landscaping materials.



Results

- Granular sales analysis provided for the KRM team
- Lost quotes monitored and analysed in depth
- Effective diary and call management with link to Outlook
- System tailored to suit KRM's needs
- Sales team able to review performance and customer status
- Opportunities and issues highlighted via alerts

There are 28 staff employed at KRM and customers range from local builders and ground workers to DIY enthusiasts. The experienced team at KRM also offers a brick matching service and materials quantity estimating.

Vecta combines world-class integrated sales analysis with CRM using up-to-date transactional data from a company's ERP system alongside contact history, diary and more. A fully mobile, browser-based solution, Vecta is accessible 24/7 from desktop, tablet or smartphone.

Vecta provides the 'granular' sales analysis that Business Development Manager, Rachel Carter, was looking to achieve. She explained, "We're quite different as a company in the way we look at sales. We don't just want to see that we've won the sale, we also want to know if we lost it and, if so, why and who to. We like to look at this information in depth and really slice it and dice it."

Rachel said she needed a system that would allow her to monitor lost quotes and then work out a conversion rate of what they were winning and losing at product line level. "I wanted to see more than just how many quotes we were losing by product group. I wanted to see the losses by individual product line, the competitor's name we lost out to and the reason we lost it – such as the discount the competitor was offering."

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- Rachel Carter, Business Development Manager, [KRM Building Supplies Ltd](#)

Case Study

KRM Building Supplies Ltd



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- Rachel Carter, Business Development Manager, [KRM Building Supplies Ltd](#)

Rachel and her colleagues had looked at other sales analysis systems but none gave them the sophisticated functionality of Vecta. She said, "When the Vecta sales team came to see us they immediately showed a good understanding of our type of business and were also able to tailor the system further to provide everything we wanted."

Vecta helps Rachel's internal sales team manage their diaries and calls, aided by the ability to link to Outlook. The reps' personalised dashboards, which are updated with transactions from KRM's ERP system at the end of each day, allow them to monitor their own performance and review individual customer account status, including contact history and spend. They can easily analyse the sales and margin information that's pertinent to each customer and product. Rachel explained, "I can set alerts in Vecta to draw the reps' attention to opportunities or issues and they can also do their own gap analysis to see who has stopped buying or who is spending less.

Without Vecta someone else would have to produce reports showing us this sort of information, which would cause a serious bottleneck in the company and affect the sales reps' performance."

She added, "We have Vecta open on our desktops all day and every day. I think we sometimes forget how dependent we are on it. Without Vecta we would feel like we'd had our right arm cut off!"

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About Kerridge Commercial Systems (KCS)

KCS provides advanced, fully integrated business systems, installation and support services for the manufacturing, wholesale and distributive markets. The company has over 40 years of extensive knowledge and experience of working with wholesalers, distributors and manufacturers across many sectors. The company's class leading solutions are functionally rich and highly flexible.

The KCS product solution set has a track record of delivering wide-ranging benefits including greater operational efficiency, cost savings and resource and asset utilisation, together with real-time information for management decision making.

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