



Vecta supports field sales team at Trilanco

Trilanco is a Lancashire-based specialist equine, pet and agricultural products wholesaler. The company supplies brands from all over the world and offers more than 20,000 product lines.



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Gary Molloy, Business Systems Manager
Trilanco LTD

Supporting Trilanco's retailer and distributor customers are an in-house customer service team, a network of sales managers based across the UK and Ireland, exclusive monthly offers and promotions, and next day delivery via Trilanco's own fleet of vehicles.

Gary Molloy is Business Systems Manager at Trilanco and explained why the company implemented Vecta in 2019 to work alongside the company's existing eCommerce platform. He said, "We were looking for a self-serving BI tool, with CRM capabilities, to help our field sales team spot gaps and opportunities, and to better report back to the office with regard to customer interactions and relations. Recommendations and our research led us to a shortlist of two and, following demonstrations, we were convinced that Vecta was the best choice for us."

Gary said that one of the benefits of Vecta is that it's a great reporting tool for the remotely based field sales team, giving them the visibility they need around customer history and performance. He added, "We've also found the CRM side of Vecta is particularly good and our field sales team are really on board with it. They use it daily to book appointments and meetings and for interacting with and reporting back to the office."

Gary said he still has work to do on the system internally to set up the alerts that will help the team spot gaps and opportunities, which they are currently spotting manually. "Vecta is already helping us grow our business," he said. "However, once we've completed this work, then I'm confident Vecta is going to support us even more."

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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