

## Olympic Fixings



# No more chasing data at Olympic Fixings - thanks to Vecta!

Vecta, the on-line sales analytics and CRM solution, has enabled Paul Gordon, Managing Director of Olympic Fixings, to spend more time managing and directing his business - rather than chasing data!



Olympic Fixings was founded in 1989 and supplies British and Irish merchants from distribution centres in Accrington and Bangor with over 3,500 catalogued and stocked SKUs. A trusted brand among electrical wholesalers, tool and plant hire businesses, builders', plumbers' and agricultural merchants, the Olympic product offering includes all types of fixings, drill bits and blades, cutting and abrasive products, hand tools, sealants and cleaning products. Customers are served by a 20-strong, highly experienced field sales team and can also use the company's online catalogue that shows their own negotiated prices.

Vecta stores a company's data in the cloud and is accessible by sales and management teams over the internet. Uniquely, it combines transactional data from a company's ERP system with customer and contact records to deliver an instant and comprehensive picture of performance, margins and opportunities, directly to desktops, tablets or smartphones.

"Our sales team were previously using manual systems to report and record their activity," said Paul, "so effectively we had no CRM. We had recently upgraded our ERP, which enabled us to integrate with a CRM system and so we looked closely at three providers. In addition to the functionality Vecta gave us, we discovered it was also successfully integrated with another user of our ERP system and this proven link gave us extra confidence in its implementation."

There are now 40 Vecta users at Olympic Fixings including the management team and all field and internal sales staff. Paul said that implementation went smoothly, all timelines were met and the training provided by the Vecta team was very good. "Our team adopted the technology very quickly," he said, "even those who were completely unfamiliar with using tablets. Our marketing manager took on the role of 'Super User' and was able to provide support to the reps who needed it."

Vecta has revolutionized the ability to capture customer information at Olympic. Paul said, "Before Vecta, the only thing we knew internally about our customers was where to send their invoice! Now we have several thousand email addresses and we've been able to engage in direct marketing campaigns to key customer contacts where we send special offers and get orders in return! Previously the only way we sold was through direct selling from the rep, so Vecta has facilitated a more multi-channel approach."

### Results:

- Vecta has enabled multi channel selling with direct mail campaigns resulting in orders by return
- Managers now investigate variants themselves rather than asking colleagues to create reports for analysis
- Vecta delivers link and upselling opportunities, as well as gap analysis and customer branch comparison data
- Variances can be investigated quickly using Vecta's margin report

## Case Study

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- Paul Gordon, Managing Director, [Olympic Fixings](#)

The analytics functionality of Vecta has also enabled Paul and his management team to interrogate the business and, if they spot any variants, to drill down and investigate. "Before Vecta, we had to pull reports out of our ERP system and look at them in Excel – it was all very time consuming. For example, recently, I looked at my margin rate for the month and saw that it had dipped. I was concerned over what might have happened but within about four clicks I could see that, because we were clearing a particular line at effectively a negative margin and it was going very well, this was what was having an impact on the margin. Vecta quickly reassured me that, rather than having a margin problem, it was just something we had planned to do!"

Paul and his finance and sales directors, have their Vecta dashboards tailored to consistently show them performance by sales rep or by product. "If anything is off track we can quickly investigate it ourselves now rather than having to ask other colleagues to produce reports from the ERP system. From a selling perspective it's really helpful. Vecta can also alert us to link and upselling opportunities and we're about to start looking at these more closely, as well as gap analysis and customer branch comparisons – which I know will be a real opportunity for us."

Paul has also discovered that Vecta ensures the 'intellectual property' of a salesman remains within the company. "When a new sales person started last year, before we had started using Vecta, it was like he was working in virgin territory even though he was visiting established customers! The old rep had taken all our knowledge of customer issues, buying patterns etc with him. Now any new starter can be briefed and armed with all the customer information he needs via Vecta, and can walk in to a customer with total confidence."

Vecta dashboards can be customized according to the user's role and the company's preference. At Olympic, the sales reps only see sales records about their own customers without any margin information. Paul added, "The most useful view for me and my finance director is the margin report. It's such an easy tool as we can pin down any variances very quickly – to one transaction if needed. I'm mobile a lot – particularly if I'm buying out in the Far East – and Vecta lets me see what's happening in the business at any time without making loads of phone calls or sending emails. It's enabled me to spend more time managing and directing my business rather than having to waste time chasing data!"

## About Vecta

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

Vecta is part of the Kerridge Commercial Systems group of companies

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