



Data that makes decisions



twc | Harnessing data,
empowering wholesale.

What is CRG Insight?

CRG Insight is a reporting platform that enables CRG's suppliers, buyers and members to use sales data to make business decisions to build group performance.

- CRG partners with data and insight specialists TWC and uses TWC's SmartView platform for sales reporting.
- CRG and TWC are currently upgrading the CRG Insight platform to add functionality and extend the package options available to suppliers.
- An upgraded platform was launched in March 2022.

Why Data?

The Country Range Group is now looking to take data to the next level, with members, suppliers and buyers taking a data-led approach to drive joint business plans to achieve incremental sales.

- Drive mutual growth based on fact as well as instinct.
- Identify opportunities, emerging trends and threats – react faster.
- Market volatility driven initially by Covid has shown the need for data led strategies.
- Data allows suppliers to measure ROI which builds trust and confidence.
- Opportunities to measure ROI will drive more investment into The Country Range Group.

How will it help me?

CRG Insight has the operational metrics that suppliers need to understand overall performance and drivers behind promotional activity & so much more!

- Named member reporting for all of the Country Range Group members.
- Data cleansed and aggregated by TWC's cleansing team.
- Industry hierarchies and categories to enable market benchmarking.
- Volume, Value and Customer Count reporting metrics.
- Easy to use dashboards, to get to key facts fast.
- Analysis Tools to quantify headroom for growth.
- PDF and Excel Exports.

What packages are available?

Performance Reports	Key Facts ONLY	BASIC	PLUS (includes Competitor SKU's and Category Totals)	PREMIUM (includes Competitor SKU's and Category Totals)
Pre Built Key Facts Report	x			
Own Products Only	x	x		
Category Performance		x	x	x
Supplier Performance		x	x	x
Brand Performance		x	x	x
Business Type Performance		x	x	x
Wholesaler Performance		x	x	x
My Product Performance		x	x	x
Best Sellers			x	x
SKU Tracker			x	x
Price Sensitivity			x	x
Bought, Not Bought			x	x
Gap Analysis			x	x
Area Heatmap			x	x
Query Builder				x
Supplier Engagement Report				x
Key Facts Report Builder				x

How it works?

The benefits

- ✓ Mobile, tablet and desktop compatible
- ✓ Responsive support team
- ✓ Training and support included in package

- ✓ Cloud based; no software installs required
- ✓ Data exported in Excel or PDF formats

DATA THAT MAKES DECISIONS

“As a business we have seen the benefits of the TWC SmartView platform.

It gives us a deep understanding of our customers and ensures we make decisions based on intelligence.

The TWC system is easy to use which is imperative if we want the whole business to get behind data.

Furthermore, TWC cleanses the data and makes sense of it for us, so we can rely on the reporting, without having to dedicate huge amounts of time to it”

Martin Ward, Commercial Director, Country Range Group

“In these uncertain times, the CRG Insight Service has given me sales performance for all of the Country Range members, this has been imperative to help our business focus our investments and time in the correct areas.

The platform is easy to use, can be used out visiting members, and refreshes weekly.

The training and support from TWC have been excellent, the team have shown us how to navigate the tool at ease, so we can find precisely what data we want when we need it!”

Malcolm Doy, Customer Development Manager, Nestlé Professional **(CRG Data Supplier of the Year 2021)**

Thank You!

Talk to your CRG buyer today to arrange a demo.

The logo for CRG Insight, featuring the text 'CRG' in small white letters above the word 'Insight' in large white letters, with three colored dots (yellow, green, orange) above the 'i' in 'Insight'.

twc | Harnessing data,
empowering wholesale.