

SIZZLING SUMMER

The nation bakes! Records will be broken and yes it's the holiday season. The good news is that the toys, bikes, caravans and motorhomes are out in force, being sold, being used, needing parts, being improved by accessories and being unfortunately occasionally damaged. All of course great news for those selling metal, selling accessories, parts and repairs. Make hay - it's summer!

SOFTWARE SUPPORT

The support team have managed to drive down response and fix times for customer problems by an average of 25% so far this year. We are continuing to build the on-line knowledge base to help customers solve the issues that they encounter as efficiently as possible, and we can see that this resource is being used regularly and successfully. We are currently working on strengthening the links between the software and the knowledge base so that the relevant information is easily available.



Nigel Smith - Customer Support Manager

At Catalyst the support department always tries to go that extra mile. That could be staying past closing time to finish the last minute call or trying to help with issues not actually related to Platinum software. Most issues are resolved on the initial call and we are constantly working hard to reduce the time it takes to respond to your calls and emails with the average for July being only 22 minutes. In the last two years the average fix time for problems has also been reduced by over 20%.

We are always happy to discuss your ideas for improvements to the software. I'm sure many of you that have been with us for a while will know how much Platinum has changed over the years.

As well as answering your calls the support department also installs Platinum on site or remotely. We can write reports and data imports and we also do training which could either be on site, in our dedicated training room or remote.

We are here to help things run as smoothly as possible so that you can spend your time concentrating on the important aspects of your business.

CATALYST BECOMES "THE APPRENTICE"!

With the demand for our management software growing, Catalyst have expanded!

We are happy to welcome two new members to our Sales and Marketing team, Alex Gamble (left) and Tom Riddle (right) who are joining Catalyst on Apprenticeship schemes. Alex will be working closely with Mike Cameron, Sales Account Manager to the Motorcycle Trade whilst Tom will be working with Marc Nolan, Sales Account Manager to the Caravan, Agricultural, Haulage,



Motor and General Trade. Pretty soon you, as Platinum Users, will probably be dealing with them when requesting quotations and ordering items. Catalyst has now employed a total of 4 apprentices within the past year! We wish them best of luck in their new roles here at Catalyst.



SEE WWW.CATALYST-UK.COM/

A WORD OR TWO FROM CHARLES

I have been fortunate to witness the success of the British Olympic cycling teams and the professional road race team based in the UK. I have been interested in the methods that they have used to achieve this success. Obviously an enormous amount of planning, hard work, sacrifice and a decent chunk of money have helped, but it is when they talk about the little things they do that might seem insignificant to many people that it gets interesting. Many of us perhaps don't appreciate that a lot of little improvements over a period of time can add up to a significant advantage, and doing the simple things well and trying to improve every day will make a positive difference. Take the time to consider areas in which you can improve and work out the steps that you could take to make those improvements. Look for areas where you could be more efficient yourself or where changing something that you do would simplify a procedure for someone else. Try and make this a habit for everyone in the business. We can provide assistance with training and software health checks to discuss how you use your Platinum Software in each department and provide ideas and suggestions to help you get the best from it. Do get in touch if you would like some help from us - we do want to make your success our priority!



QUALITY COLOUR PRINTING

Do you think that having a colour laser printer is a costly expense? We have several used HP 2600N Colour Laser printers with part used toners waiting for a new home - at just £80 what's stopping you? We can also supply replacement toner cartridges at highly competitive prices. When we offer second hand kit to our customers it is always thoroughly cleaned and tested, ensuring we are selling top quality hardware. Call our Sales Team to order yours.



TRAINING COURSES

Don't forget that we have training courses scheduled throughout the year covering many different topics. The aim of our training is to help you use the system to its full potential, so you can get the best from your Platinum Software and all of its features.

- Location: Catalyst Offices
- Times: 10am - 4pm
- Price: From £140+VAT per person



Courses running in August

Wednesday 7th - Logistics in a Day

Wednesday 14th - Stock in a Day

Wednesday 21st - Vehicle Sales in a Day

Visit the training page on our website or contact the Sales Team to see what knowledge you could gain!

WWW.CATALYST-UK.COM/TRAINING

SOCIAL MEDIA

Like us on Facebook, follow us on Twitter, subscribe to our channel on YouTube and set up your RSS feed to receive news on Platinum updates.

WWW.CATALYST-UK.COM/FEEDS/NEWS

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WWW.TWITTER.COM/CATALYSTDMS

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ID CHANGES

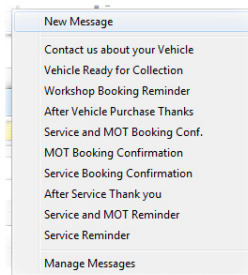
Don't forget that by updating your Platinum software you are able to complete terminal authorisations yourself. This is to save you time and money! By allowing you, our Platinum users, to complete what are also known as ID Changes by yourselves you can avoid the charge to complete this and also you can miss out the call time too. Many of you have taken advantage of this new update although there are still a handful of you that haven't. Please complete this update for your benefit. If you require any more information you can visit our Knowledge Base and browse our articles relating to this topic. Search for "How Do I Activate My New Platinum Terminal?" which will have links to other relevant articles in the "See Also" section. Alternatively please give our Support Team a call.



WWW.CATALYST-UK-SUPPORT.COM/KB

SMS TEXT MESSAGING

SMS text messaging facilities in Platinum is something that we like to make our customers fully aware of. It is a great tool that you can use to contact your customers and promote your business. You can use the feature to let your customers know that their vehicle is ready for collection, due for a service/MOT or even to say "Thank You!" You can do this on an ad-hoc basis for example to contact a customer the delivery and the item that they have ordered from you has arrived and they can collect it! Alternatively you can setup text messaging on an automated basis using your built-in Customer Retention Centre. SMS text messaging creates a great image for your company and a fantastic relationship with your customers. You can purchase SMS credits for your Platinum system from 4.8p per message depending on how many credits you buy.



This is the list of built-in text message templates in Platinum. You can manage these yourselves so that you can customise them to your liking.

- 95 - 98% of text messages are read within minutes of receipt
- SMS produces engagement rates 6 to 8 times higher than email
- SMS Marketing coupons are 10x more likely to be redeemed and shared than mail or newspaper coupons



Please contact our Sales Team for more information.

THE LAWNS SHOW 2013

Preparation is underway for the Lawns Caravan & Motorhome trade show in Hull that we have attended for the past 5 years. We will be on Stand 24. Come and say Hello!



PRINTER CONSUMABLES



Catalyst have recently launched a range of great quality and very competitively priced printer consumables. We'd really like you to give them a try. To tip the balance and make it an even easier choice we are offering free delivery until the 15th August so why not give us a go!



Offer applies until 15th August only!!

Please give our Sales Team a call to order your toner or ink cartridges for your printer on 0116 230 1500. Alternatively you can order online using our Catalyst Webshop!

WWW.CATALYST-UK.COM/STORE



"Your Success Is Our Priority"

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