

Helping You Bounce Back

As dealerships begin to open their doors at a pace (whilst adhering to strict social distancing guidelines) it is impossible to know just how long it's going to take for showrooms to get back to being as busy as they once were.

Throughout this we have been offering our dealers advice on how they can ensure they're using Catalyst DMS to maximise efficiency and optimise how they're spending their time. Here are just some of the tools you may be missing out on, proven to help you boost your efficiency and maximise profit:

Service Reminder Tools

As workshops and showrooms may have been shut for weeks now, there is likely to be a long queue of people waiting for you to reopen so they can get their units serviced. Customers using our Workshop Management module can use the built in 'Workshop Retention Centre' to automatically contact all of their customers with outstanding workshop work due within a matter of seconds, either by email, SMS or even physical letter. This is a great way to quickly fill up your technicians' diary with all the work that has built up whilst your doors have been shut.

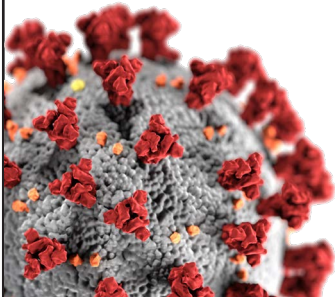
Fastest Moving Stock

One particular problem across various industries we have regularly heard about since showrooms have been reopening is the slowing down of supply chains, meaning dealers can not get all the stock they need in time. Catalyst DMS allows you to view your fastest moving stock items, and therefore anticipate your stock demand for the coming months. This will ensure you can order in enough stock to last you until supply chains begin to speed up again.

Online Advertising of Units

Another big change we're seeing across the board is unit sales moving online. Our very own online advertising site 'Catalyst Findit' saw a 50% spike in visitors in May, proof that although people may be shying away from showrooms the demand for new units is still out there. Catalyst DMS users can use their system to quickly and easily advertise their stock on a huge range of platforms, including **Catalyst Findit**, **eBay**, **Gumtree** and **Autotrader**. Units can be automatically listed to multiple platforms within seconds, broadcasting your stock to thousands of potential new clients. You can even turn your website into a comprehensive online shop using the Catalyst Web Shop service.

We hope it's not too long before we can all return to working the way we did before the pandemic, however until then please be assured that your success is our priority, and we are here to help you through these difficult times to the best of our ability.



A Word From Charles



At the risk of repeating ourselves, we live in very strange times. We hope that you are all keeping safe and well.

Just as we thought things were easing somewhat, Leicester, which is close by, has been put back into lockdown for two weeks. Catalyst offices are just outside the lockdown area but obviously quite a number of our staff live within the lockdown area, so it's back to working from home for those that had started to return to the office. I am sure you all have had significant challenges over the past three months, with more to come, I fear.

Having said all that, we have been continuing to provide sales, support and updates to those of you who have been able to keep working. We've implemented measures to keep safe those staff who have returned to the office, with hand sanitiser and social distancing to the forefront. There have been some significant updates recently to Platinum Online and other areas of the software so I would encourage you again to make sure that you have updated your system to the latest version – this is very straightforward to do either using the "Help, Software Support, Download Latest Version" option from within Platinum itself, or visiting the website and downloading it from there.

I would also bring to your attention the Platinum Web Shop option, whereby you can get an online store up and running very quickly and easily. Online sales have increased considerably over the past few months, and to allow yourselves to take advantage of this, you can set up your web shop from inside Platinum and have something up and running in a short space of time at a sensible cost. Please contact your account manager or email sales@catalyst-uk.com for more information.

I wish you all the best for the coming months and hope that you stay safe and well.

As ever, Your Success is Our Priority.



Still Using a Windows 7 PC?

Over the past 12 months we have spent a lot of time getting in touch with our customers and making them aware that as of January this year, support for Windows 7 was coming to an end, potentially leaving the computers of those still running the operating system open to virus vulnerabilities and data theft.

Throughout the year we have upgraded and updated hundreds of PC's to help improve our customers data security, however we believe there is still a large number of people out there still running computers and laptops with Windows 7, thus leaving their important business information at risk from viruses, security vulnerabilities and data theft.

If your computer is still running Windows 7 operating system please consider upgrading to Windows 10 as a matter of urgency to avoid any potential security risks to your data.

Please contact our sales team who will be happy to talk you through your options. Whilst newer computers are likely to be able to be upgraded, older terminals may struggle with the upgrade to Windows 10 and therefore a new machine will be required.



If you're not sure what version of Windows your computer or laptop is currently running, please contact our sales team on sales@catalyst-uk.com who will be happy to help.



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CUSTOMER TESTIMONIAL

These are testing times for any business... Recently I've had to contact your support more often than I would normally due to a specific programme I requested. Your team have been fantastic, from the lovely lady who more often than not is my first point of contact, to Rob who is also extremely helpful and you can always rely on to call you back. But this morning we had a problem, fortunately I have Nathan's number and texted him for some urgent assistance.

WEST COAST
HARLEY — DAVIDSON

I must say he knows his stuff and happily offered to jump in and fix the issue for us and get us up and running - fantastic service and I felt you should know that these guys are doing your business proud.

Don Rutherford, Managing Director
West Coast Harley Davidson



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