

Boost Online Sales With Catalyst Findit & Custom Web Shops

May saw a 50% increase in traffic to Catalyst Findit. Find out more about it here...

The recent government announcement that all non-essential shops may be able to open from 15th June has meant dealerships around the country can now begin properly setting out their plans for the re-opening of their showrooms.

Nobody is sure exactly how long it is going to take for customers to confidently return to open showrooms and shops without fear of catching and potentially spreading the harmful virus, and it's because of this that now more than ever business owners are looking to taking their business online to help keep sales ticking over during these difficult times.

At Catalyst, we want to help our customers see out this unprecedented period to the best of our ability by helping improve dealerships online presence, and offering a way of showcasing your unit stock online to thousands of potential new customers.

Catalyst Findit is our very own e-commerce site where you can advertise your entire unit stock, listed quickly and easily from your DMS. It also gives you the ability to publish your units directly to third party e-commerce sites such as eBay and Autotrader, plus many more.

Throughout May, website visits to Catalyst Findit have increased by around 50%, and are even higher than pre-lockdown levels, showing a clear and considerable increase in the use of online shopping outlets for those looking for new vehicles and machinery.

Your Findit shop can also be added on to your very own website, transforming any website into a comprehensive and user-friendly online shop for your business. Having your own webshop allows you to advertise your entire parts inventory, as well as unit stock, and sales can be easily managed through your Platinum software. Custom webshops are easy to set up, and can be completely customised to suit the look and feel of your website.

If you would like more information about Catalyst Findit and custom webshops, and how they can help your business, please contact our sales team at sales@catalyst-uk.com.

If you would like to explore Findit, please visit www.catalyst-findit.com or by scanning the QR code.



A Word From Jeff



Wow what a month! Times like never before for all of us! It was for me, and probably everyone else in business, a very strange and incredibly stressful time. A time where the future suddenly became a lot less predictable as we all adapted to the new reality and even the possibility that we'd personally not be a part of the future!

The Catalyst offices have been eerily empty for weeks. Everyone either home working or furloughed. As for myself, I've felt like the last man standing in the "B-sci-fi" movie, sat working away at my desk without a soul for company. Talking to the outside world by video conference, phone, text and e-mail. It's the human company and team spirit I've really missed.

Catalyst has been running at around 50% strength, continuing our support and maintenance as well as maintaining "Full steam ahead" on software development. Home to our reception has been our receptionists home!

However a few chinks of light are visible. Just maybe we can all get back up to speed, last week we reopened our office with a skeleton staff and a lot of yellow tape, sanitiser and of course rules. From this week our incoming phone lines are operational again as we ease in the general direction of as close to normal as is possible.

Personally I'm pretty sure that now that we've all become great at home working and this virus looks like being a fixture some time, things will never quite return to the way they were.

Over the next month or two and of course depending how things go with the virus we'll be resuming normal working with a few tweaks. Hardware installations with "PPE" and sanitiser and customer training by video link for instance!

Some good news! Statistics for "Catalyst Findit" unit views are up by around 50% in May from April and are in fact higher than the pre lockdown levels of February. This suggests to me that business is about to bounce back as those tentative views turn to enquiries and sales so just maybe the next few months will be much better!

So tentatively we are heading for business in the "new normal". We can now arrange upgrades and installations as demand rises day by day. We'll be there to help with the technology that helps us work in our personal isolated bubbles moving towards the time when we can all get back to being the sociable people we were until a couple of months back.

As always "Your success is our priority". If we can help on your road back to normality we will.



Catalyst Update

From Monday 1st June our main company landline will be back to its full function, so please contact us on 0116 230 1500 for any enquiries you may have. Whilst not all staff members are currently working in the office, someone will be available to take your call and re-direct you to a suitable staff member. Catalyst are still working hard to ensure your software is helping you remain as efficient and productive as possible throughout these trying times.



Catalyst Take Part In Agricultural & Groundscare Industry Think Tank Hosted By Service Dealer

It is now more important than ever for industries to come together and help one another weather out the storm.

When lockdown was introduced at the end of March it became clear that almost every industry in the UK would suffer a major blow due to the COVID-19 pandemic, so Catalyst were pleased to be invited to be included in a video-conference think tank for the agricultural and groundscare sectors to discuss how best we can all weather the storm.

Manufacturers, suppliers, business support services and trade associations from throughout the industry all gathered on the now universally standard format of a Zoom meeting to discuss both their experiences of how the pandemic is affecting the industry, and how they can best advise others within it to help them make it through these unprecedented times.

The overall feeling of the discussions was one of tentative optimism, with supply chains remaining busy, online sales proving strong and telephones still ringing with customers. However with no clear end in sight there is no doubt that all businesses will end up taking at least a small hit by the time we come out the other side of the pandemic.

Catalyst welcomed the opportunity to take part in these vital discussions and would like to thank Service Dealer and everyone else involved in bringing together the industry at a time of need.



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May Platinum Updates

Convert eBay orders in a foreign currency - This update now makes it possible to process eBay orders that have been placed with a different currency by converting them into the systems base currency.

Cancellation of customer bookings - It is now possible to cancel customer bookings that have already been invoiced. The system will produce a credit document for cancelled booking that have already been invoiced, considerably reducing the amount of manual admin involved in this process.

Platinum Online Stock Check - The Platinum Online Stock Checking tool has been enhanced to allow a user to update stock levels of an item in the shadow file, thus bringing it forward in to the main stock file. This allows large amounts of old stock to be quickly sorted and logged into your Platinum DMS with ease.

For a full list of recent Platinum updates please visit www.catalyst-uk.com/updates or by scanning the QR code below.



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