

Boost Your Online Sales with Platinum Web Shop

With dealerships across the country seeing a decrease in footfall since the coronavirus pandemic, it is now more important than ever for businesses to establish an online presence that will allow them to take advantage of the dramatic increase in online shopping activity.

As a Catalyst DMS user, advertising and selling your parts, accessories & clothing online can be made incredibly quick and effortless thanks to Platinum Web Shop.

What is Platinum Web Shop?

Platinum Web Shop is one of many must-have add ons to your Platinum DMS. It works by automatically uploading your part stock to your own company's website directly from your software. To implement this feature into your website you don't even need an already functional online e-commerce shop, we can turn the simplest of websites into a fully featured online shop, that can even be completely customised to include your company's branding.



Listing your items for sale online is made easier than ever with Platinum, and it is a great way to give your online presence a boost! If you would like to know more about this feature please contact our sales team.

A Word From Jeff



These strange days of COVID continue. I'm hoping that everyone is safe and finding ways to work. We live our lives and run our businesses in a world of masks, sanitiser & bleach. Everyone wondering when the next lockdown or even personal tragedy might come our way. Weird times indeed!

As for Catalyst, we now have all our staff back from furlough and are working a blend of office, home and even customer on site projects. Not quite business as usual but definitely getting there! The part of my job I really enjoy is the problem solving. Happily even Covid provides new problems, not so fun when one of them turns out to be getting into the office at 7:00am every morning to let the cleaner in!

Despite all the challenges, we at Catalyst continue to develop and improve our software at an impressive rate. Several major improvements a month and countless smaller ones, day by day. All of these developments are inspired by one aim, to make running our businesses easier and with less effort. The constant theme being, to keep that one step ahead of our competitors by simply doing it better.

One of the big frustrations of software development is that unless people actually use the new features in the software it's all in vain. My big message of the month is to please read our news on the way into both Platinum and Platinum online. All of the changes are driven by our desire to improve our customers businesses so It might be that one or more of these changes could be of real use to you and your business!

There is a lot in Platinum, it's incredibly flexible, look around, create a custom menu for the options you use most, even create a macro to automate regularly used keystrokes and add a button here and there to make them not only powerful but easy to find. Yes I know it's big and potentially frightening away from areas that are familiar. However a little time invested might just pay back in a very big way!

In summary, stay safe and find a few moments to find new ways that our software can help you. Your success is our priority and you can rely on us to continue to build the product for you.

Winter is Coming -

Plan Ahead with the Workshop Retention Centre!

Now is the perfect time to start planning ahead for your business's quieter winter months. As a Catalyst DMS user your business is well-equipped with tools perfect for bringing in extra revenue when needed.

Our workshop retention centre is one of many features within your DMS to help give your revenue a boost when needed most. It works by automatically contacting past customers who have outstanding work due in the workshop, encouraging them to get in touch and get booked in! Contacts can be made by email, SMS or even physical letter. The tool is completely automated, meaning hundreds of customers can be contacted within minutes without you having to do a thing!



As well as general workshop reminders, the retention centre can also be used to contact customers for other reasons, whether that be finance expiry, warranty reminders, sales follow-ups, or even just general thank yous and greetings!



Still Running Your Business on Windows 7?

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 viruses, security 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 running computers and laptops with Windows 7, thus leaving their important business information at risk.

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 terminals are likely to be able to be upgraded, older terminals may struggle with the upgrade to Windows 10 and therefore a newer terminal 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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Get Ahead of the Competition with Virtual Platinum Training!

Recently employed a new member of staff, or just in need of some refresher training? Catalyst virtual training is the perfect solution!



Although our popular Catalyst Training Courses are currently being put on hold until we can ensure they return safely and as beneficial as ever, it doesn't mean you can't make use of the benefits of a bit of Platinum training!

Why not book yourself in for some one-on-one Platinum training with one of our fully qualified training staff to help boost your knowledge and efficiency of your DMS? As the training is one-on-one the subjects covered during the training is completely up to you, and will be completely tailored to suit your own personal requirements.

The staff time that can be saved through Platinum training is truly priceless, and it's a great way to ensure you're not missing out on important Platinum features that you may not currently be aware of.

If you would like to book your staff in for some virtual Platinum training, or would like more information about how they work, please get in touch!



Granite House, 58 Loughborough Road, Mountsorrel, Leicester, LE12 7AT.

Tel - 0116 230 1500 • Email - sales@catalyst-uk.com • Web - www.catalyst-uk.com

