

SAL Marine Case Study

Kudos Weblinks & Sales Order Processing

SAL Marine has found that the Kudos integrated solution has really helped improve the running and performance of the marine business.



The key benefits of Weblinks & SOP include:

- Faster Processing • Easier to Track Orders (Back-orders and current orders)
- Increase in Web Traffic • Greater potential for Online Growth
- Improved functioning of the Website • Increase in Sales Revenue • New Customers

Managing Director, Simon Lyth originally installed Kudos Workshop and Retail in 2006 and over the following 10 years also installed the software at three additional businesses – Power Afloat, Keyhaven and Dave Crawford Marine. This helped to bring the office and workshop together, making it a lot easier to run the businesses.

The Kudos dealer management software provides information on jobs, creates estimates, keeps track of progress including costs, customer details and others involved so everyone can be kept up-to-date. Also, both the supplier and stock data is instantly accessible making ordering simple and quick as well as allowing for the addition of multiple manufacturers.

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Job: 20

Details		Parts	Invoicing	Log		
Invoice No	Order No	Date	Value	Vat	Total	Staff
535		06/01/2016	8.52	1.71	10.23	Kudos/Supr

Invoice Reprint Email Del Note Ready to invoice [X]

Estimated totals		Actual Totals (exc. VAT)					
Est. hours	0.00	Hours	2	Parts Cost	£9.42	Invoiced(incl VAT)	£10.23
Est. value	0.00	Value	£8.52	Margin	-10.56%	Uninvoiced(incl VAT)	£0.00

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SAL Marine installs WebLinks

Kudos WebLinks & Sales Order Processing

WebLinks integrates stock with online sales

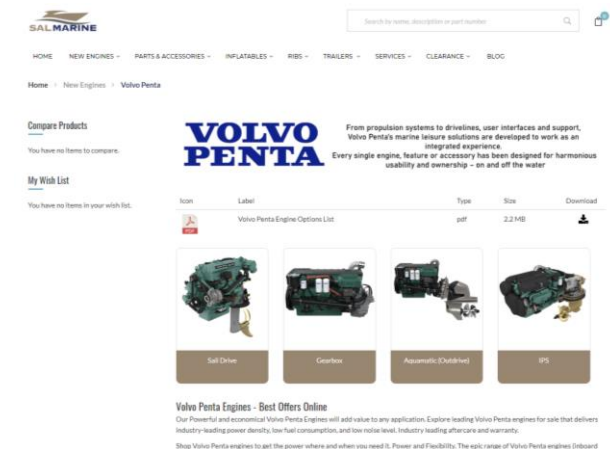
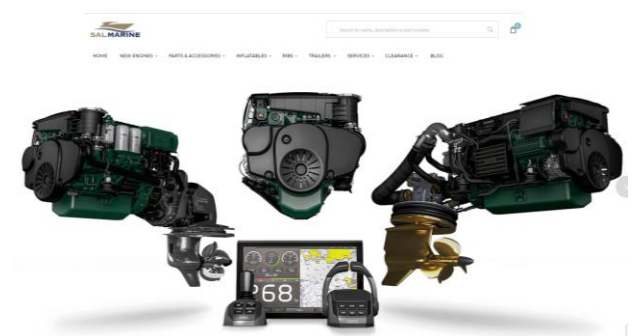
In 2019, it became apparent to Wayne Taylor, one of the Directors at SAL Marine that they needed an efficient, quick way to link the inventory and stock to online selling channels such as Ebay and their e-commerce website without having to duplicate the records.

Adding Kudos WebLinks, a solution that integrates online with on-site sales, has enabled SAL Marine to have a single source of inventory with all the prices, stock records, descriptions and images managed in one location.

"I have found WebLinks dramatically speeds up the processing of orders because it enables them to be automatically populated and negates the need to duplicate, or manually input data and details."

Easy to install & activate

Wayne said, "WebLinks was very easy to install and activate, although a bit of extra time was needed to properly customise and ensure it was right for us. Having had Kudos software for 15 years, I found that I only needed a short time with the developer to get started and over time I've discovered most of its functionality simply by using the platform. It requires only two of us operate it, me and one other sales team member."



Since the installation of WebLinks, in July 2019, the business has recorded an increase of web traffic of around 400% and also a 10% increase in sales revenue.

"The development of our new website certainly helped to boost numbers; however, it would not be as functional or as scalable without WebLinks."

SAL Marine adds Kudos SOP

Kudos WebLinks & Sales Order Processing

SOP Installation

In March 2021, SAL Marine also installed Kudos SOP (Sales Order Processing). SOP handles all their order tracking, the issuing and tracking of part quotes, consignment tracking numbers and helps to manage the audit trail.

“SOP has reduced the picking and shipping mistakes and also made our order processing much more accurate.”

As a result of these improvements, the ordering is **more efficient**, delivery times are **faster**, and their overall customer service is much **better**. Also, SOP is helping SAL Marine to keep pace with the increased volume of business being created from the rising number of new customers.

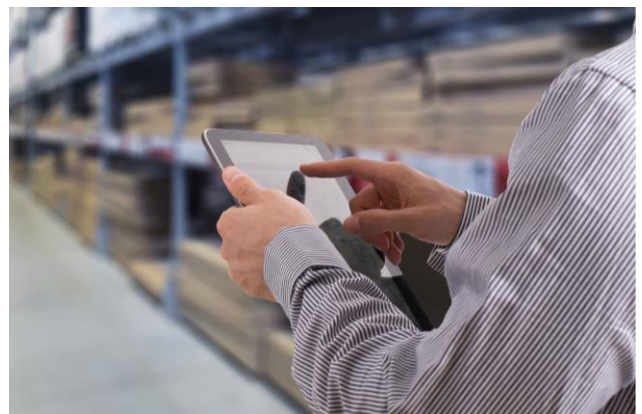
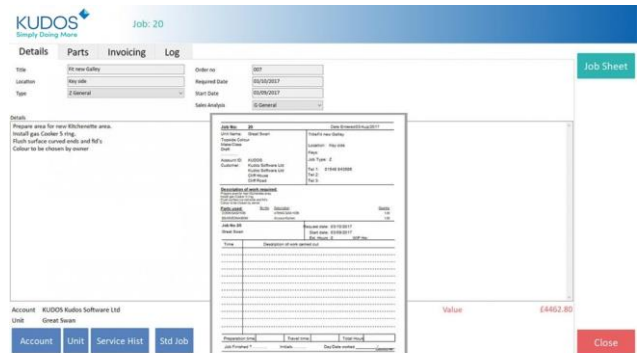
A complete sales and stock solution

SAL Marine has found that by adding WebLinks and SOP, Kudos is providing a complete sales and stock solution. This is borne out by the fact that since the new website and Ebay store was set up in March 2021, the business has turned over £80K in just over three months and incredibly is set to exceed its third-year target of £150K by the end of the first year.

Wayne said “Thanks to SOP and WebLinks we can now backorder directly from customers’ orders and cross link and track orders from the time they are placed until they are dispatched. This allows us keep on top of delayed orders and also helps in processing orders when they come in, as special orders are created that can be printed thus connecting the back-order parts with the outstanding order.”

Simple and efficient operations

Kudos handles the sales order processing, picking, packing and dispatch routines needed for warehouse operations.



SAL Marine and Kudos

Kudos WebLinks & Sales Order Processing

Fantastic customer service

Kudos was born in the marine sector and has been using its expertise to help support and build marine businesses by providing pioneering marine management systems for the last 25 years. SAL Marine say they have been happy with the Kudos after-sales support and when asked what he thought about Sam Dawson, their assigned developer, Wayne Taylor said,

“Sam, our Kudos developer, is fantastic, he always works quickly and efficiently. He is very supportive and has helped SAL Marine grow, offering solutions when required.”



SAL Marine

SAL Marine Ltd is based in Lymington, a picturesque seaside town in Hampshire. The business was originally set up in 1984 as an authorised sales workshop for Volvo Penta, Honda, Suzuki, Nanni, VETUS and Ring powercraft boats.

It has since gone on to become a trusted name in the boat sales and services industry providing the Solent area and beyond with a high level of expertise and connections with some of the world's largest marine engine manufacturers.

Their comprehensive network covers all aspects of marine repairs including stainless steel fabrications, rigging and anti-fouling. SAL Marine is proud to be the professionals choice for complete boat care and support in the region.



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