ELITE MANUFACTURERS
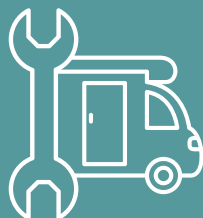
Streamline | Optimise | Innovate

Powerful IT Business Solutions for Manufacturers in the Park and Leisure Home Industry

Streamline and optimise operations across all functions of your manufacturing business.

Contents

Welcome to the digital future of the park and leisure home industry.

Anyone who knows me will probably have heard me reference the Walt Disney phrase; "Disneyland will never be completed. It will continue to grow as long as there is imagination left in this world."

That's where we are.

Created to disrupt a market saturated by archaic technology and systems, our Elite solutions will never be completed as we are always challenging ourselves to improve both as individuals and the solutions we deliver. In just a short space of time we have established Elite Dynamics as being at the forefront of digitising the park and leisure home industry, backed by the latest Microsoft Dynamics 365 technology.

Holiday parks, leisure resorts, holiday home manufacturers, suppliers, marinas, boat manufacturers and other subsectors of this fantastic industry, across the UK (and overseas), are awakening to the notion that there is an alternative solution to what has previously been 'the norm'. We're seeing more and more customers join us and we're immensely proud of the way we're able to give our customers the tools and applications they need to transform their business operations.

As long as you're an Elite Dynamics customer, you'll be at the forefront of technology, aligned with an organisation that knows the industry inside out. We're here to help you transform your business and your operations to drive efficiency.

Jamaine Campbell, Managing Director

About Us

Established in 2015 to kick-start a digital revolution in the holiday park industry, Elite Dynamics has since created another advanced IT business solution tailored to holiday home manufacturers.

Built on and powered by Microsoft Dynamics 365, there is no other provider in the park & leisure home industry delivering the level of comprehensive technology that Elite Dynamics is rapidly becoming known for. We are proud to be a market leader of software solution providers, that continues to support more and more businesses across the industry.

Our Mission

Disrupt a market saturated by archaic technology and become the leading provider of Microsoft Dynamics based advanced management solutions for businesses operating in all sectors of the park & leisure home industry.

Our Vision

By adopting a digital first strategy, every park operator, marina, holiday home manufacturer and dealership will have our world class Elite Dynamics technology solutions.

The Elite Dynamics team is driven by their knowledge and passion for the park & leisure home industry.

Our team are empowered, trained, and trusted to grow and develop from both a technological and personal perspective.

Elite by name and Elite by nature.

Our team has grown significantly in recent years, but the growth has not diluted the core values. A best-in-class company needs best in class people – not just at the top – but throughout every single layer of the organisation.

Elite Dynamics' team of consultants, developers, project managers, and business executives are highly skilled, highly qualified, highly motivated people, driven by their knowledge of and passion for the park and marina industry and the Microsoft suite of products.

Across the organisation, there is over 250 years' worth of combined experience working with the Microsoft Ecosystem and over 330 years combined experience of working within the park & leisure home industry. Our team boasts a suite of Microsoft accreditations and our investment in people ensures knowledge levels across our specialised team are continuously improving.

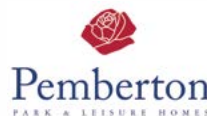**Please scan the QR code to find out more about the team and what it's like to work at Elite Dynamics.**

Our Customers

We are proud to be working with renowned park & leisure home manufacturers and dealers. Our advanced software solutions supports their business goals and growth plans.

Pemberton
PARK & LEISURE HOMES

VICTORY
LEISURE HOMES

Rix

ORCHID
LODGES

BRIDLINGTON
CARAVAN CENTRE

Southern
COUNTIES LEISURE

Partnerships

Our unique partnerships and collaborations make us **stronger.**

We've developed strong relationships with other like-minded businesses so we can deliver high value solutions to our customers.

Collaborating closely with leading technology specialists and providers, we establish strong long-term relationships to complement and enhance the existing platform so that we can deliver maximum value to our customers.

Associate Partners

Strategic Partners

companial | In Partnership with HOSEASONS PART OF awaze | ClickLearn | PLAY IT GREEN | POW TECHNOLOGY IIoT | Sensors | Connected

Integration Partners

DocuSign | rental united | PITCHUP | exelsys | worldpay

dynaway | eposnow | Moneris | Maxxton | Opayo By Elavon

optomany | STICKY | tevalis | Zonal | TLJ access control Part of the TLJ Group

Affiliate Partners

continia | touchdown | insightsoftware | dotdigital

ELITE MANUFACTURERS
Streamline | Optimise | Innovate
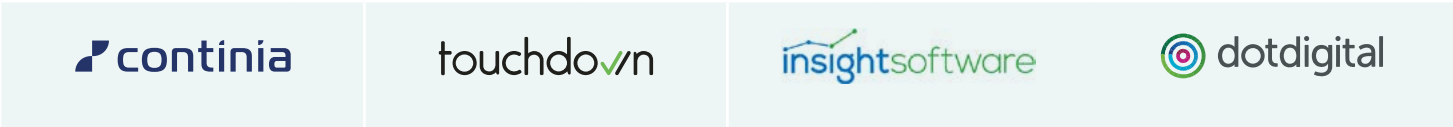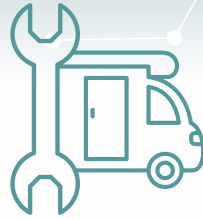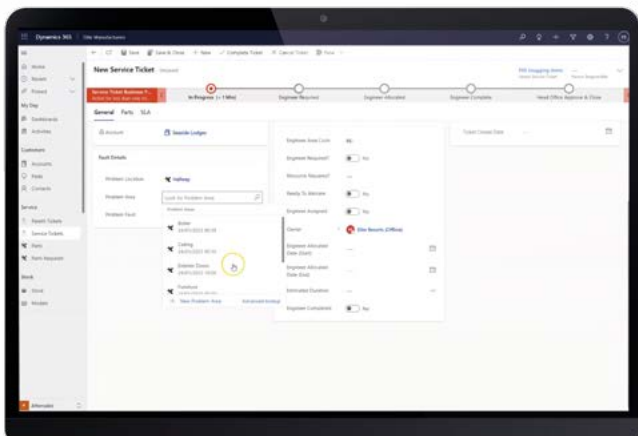
EliteManufacturers was developed with static caravan, lodge, park home and boat manufacturers in mind to boost efficiency, effectively manage production and provide the tools, to not only keep up with the pace of change in the sector, but to also support its future growth. Our bespoke IT business solution for manufacturers will support the process right from the build of your units through to despatch, customer service, sales and aftersales.

As with all Elite Dynamics' software solutions, EliteManufacturers is powered by and built on the very latest Microsoft Dynamics 365 technology. We have specifically designed EliteManufacturers to improve supply chain management, simplify processes, maximise customer engagement and satisfaction, empower staff to work more efficiently, and increase sales conversion for maximum profitability. It's a software solution that has the potential to digitally transform your core operation and improve the overall experience for your customers.

Our minor solutions listed below, offer enhanced functionality in specific areas, and can be added to your core solution at any time depending on your business requirements and resource:

ELITECRM
Automate | Engage | Respond

ELITE ACADEMY
Learn | Develop | Succeed

ELITE ANALYTICS
Create | Visualise | Respond

EliteManufacturers lets you access all customer and supply chain information in real-time giving you rich insight into your business operations. Processes and workflows are streamlined and you have the tools and flexibility you need to improve operations across front office, production, and customer service.

Helping to improve business efficiency, EliteManufacturers has sales, marketing, customer service, field service, engineers, and despatch interaction available in one easy to use automated platform.

Key Benefits
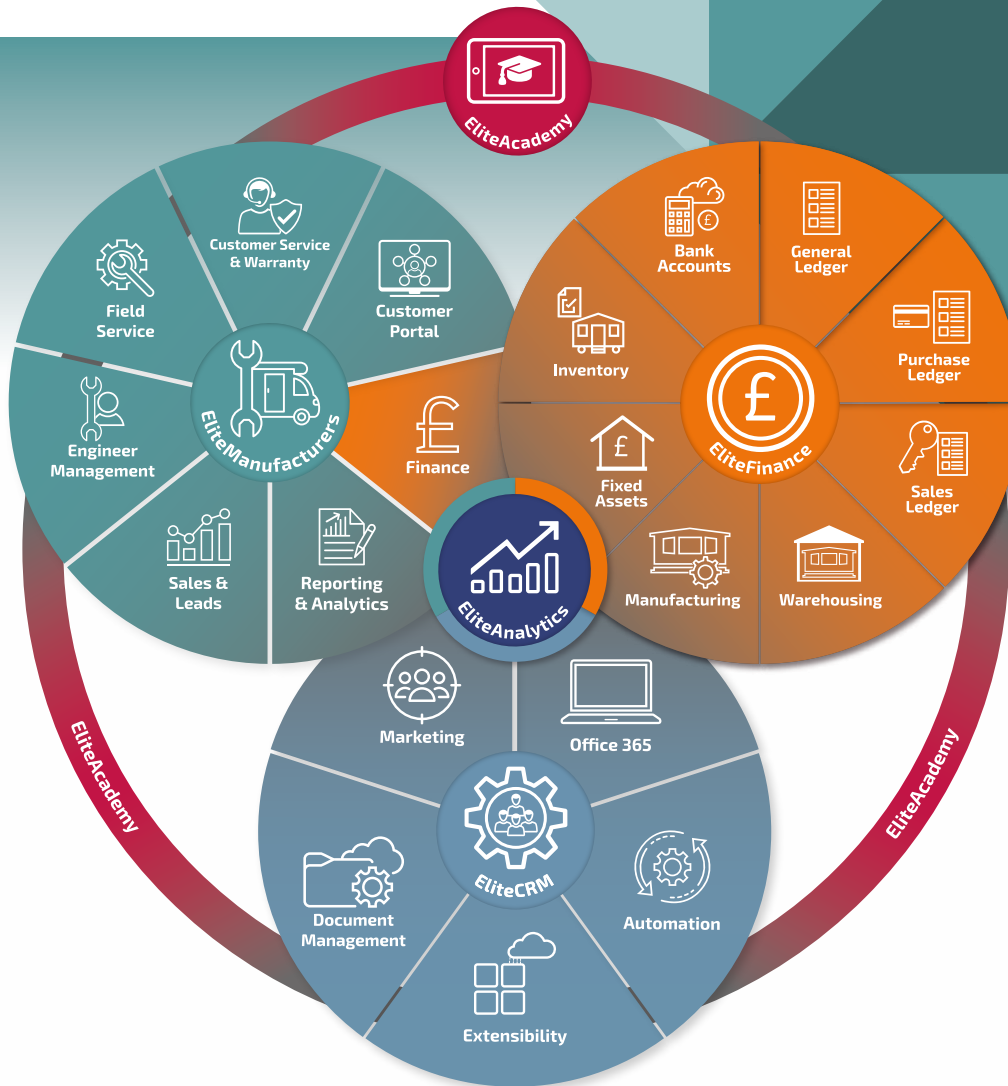
Real time visibility
Your customers will have full 24/7 visibility of, and access to, everything they need to know about the status of their holiday home purchase.

Increased customer service and satisfaction
The customer portal gives a more direct and immediate way to communicate with customers.

Mobilise your teams
EliteManufacturers works on- and offline so your teams can always connect wherever they are on site – regardless of Wi-Fi signal.

Data at your fingertips
Full statistical information gives you the ability to make quick decisions, identify trends and predict patterns in data flow, giving you an all-rounded picture of your business.

Personalised and flexible
You can choose to use EliteManufacturers to solely manage your customer service or support your entire manufacturing process, order to invoice, and portal management.

Integrates with existing systems
EliteManufacturers will talk to your production system to bring production and aftersales data together to analyse and easily report on.

Cloud-based
Access up-to-date information quickly using desktop, mobile or tablet from anywhere and at any time.

Customer Service Management

Create and monitor your aftersales and work tickets with full visibility over the process and across all customers.

- Customers can get in touch with you at any time.
- Engineers are mobilised therefore their workload can be managed more efficiently and effectively.
- Customer data is captured, safely stored, and visible to all departments.
- Processes are streamlined and more efficient.

Customer Portal

Manage your own company's customer portal, which helps you stay on top of your aftersales tickets and allows your customers to see how their tickets are progressing.

- Customers have access to the portal 24/7, so they can always stay up to date.
- Customers can raise new tickets, log issues including uploading files and images, and receive updates on progress at any time.
- Your teams and your customers can view open tickets from any device at any time.
- Engineers can be quickly mobilised with a full breakdown of the ticket and can access & update it live on-site.

Modules

Engineer Management

Engineer workloads can be allocated with full visibility across all departments and engineers are fully mobilised to access, update, and complete jobs while on-site.

- Engineers can access, update, and complete jobs while on-site and while offline on mobile or tablet.
- More efficient use of engineer time.
- Engineers are empowered to manage their own workloads and take control of jobs.
- Reduces reliance on paper and minimises chance of human error.

Sales Management

Gives you end-to-end visibility and full control of the customer journey from lead to invoice.

- Streamlined processes for your staff and customers.
- Full visibility of entire sales process helps you better understand customer behaviour and spot potential opportunities.
- Customer sales data can be accessed from any device.
- Sales can be prioritised based on customer scoring and segmentation.

Marketing

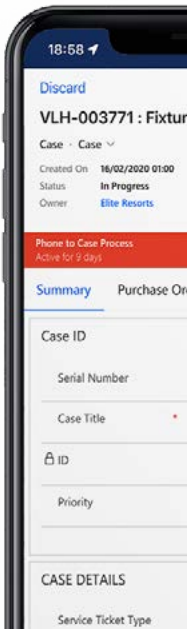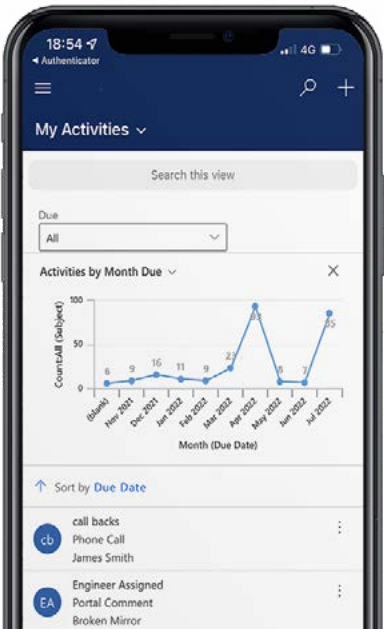Built-in marketing tools to help you reach your customers and prospects.

- Integrates with any existing third-party marketing tools.
- Reach your customers in real-time using the channels that best suit them.
- Gain valuable insights into customer activity and engagement.

Manufacturing and Assembly

The Assembly Management module gives you full control from order to despatch.

- Use assembly orders to replenish assembly items.
- Captures customer requirements directly from sales quotes, blanket orders, and order lines in the assembly-to-order process.
- Maintains accurate inventory costs.
- Full control from order to despatch.

Despatch Manager

Despatch Manager lets you control the whole process of the unit; from leaving the production line to arriving at the final destination. A new record will be created on despatch for the team to book the unit out to a transporter – including entering key information like whether a police escort is needed or if it is a 'Special Types General Orders' (STGO) - complete with driver name and registration number.

- Maintain full control over the unit at all times.
- Full visibility and traceability of the unit's journey.
- Records and collection note automatically generated when ready.
- Driver can digitally sign for a receipt of unit on any device and can update status at every key point.
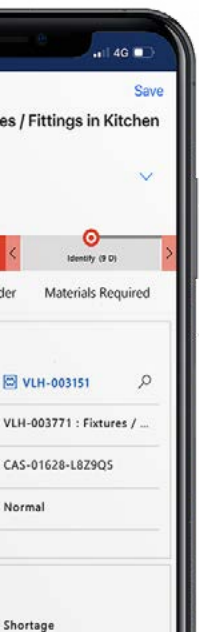
Functions

Automation

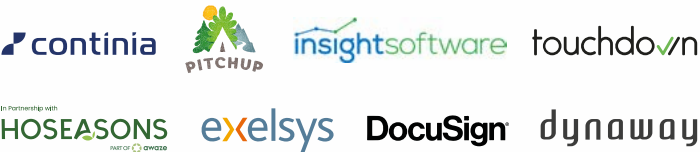Create tailored customer journeys throughout the sales process.

- Your customers are automatically updated with emails and notifications at key times.
- Reduces time spent answering customer calls and on manual processes.
- Processes are streamlined, becoming more effective and efficient.
- Increases customer satisfaction due to regular communication and engagement.

Third-party Integrations

Easily integrate your existing third-party tools from surveys to SMS and emails.*

- Opportunities to benefit from hundreds of possible integrations with API functionality and through Microsoft's AppSource.
- Introduces new functionality such as web forms and surveys.
- Retain your existing software while still benefitting from EliteManufacturers.
- Easy to create and action.

continia   PITCHUP   insightsoftware   touchdown

In Partnership with
HOSEASONS   exelsys   DocuSign®   dynaway

*Page 6 lists of all our integration partners as of August 2023.

"We wanted a partner that could provide us with a CRM system that would work for the aftersales team but also would provide support for service engineers. We had drawn up a huge list of requirements and Elite Dynamics worked with us to help translate those into the product. We're using the business process flow within CRM to simplify the way aftersales staff deal with queries, enabling them to get through a greater volume in a shorter time."

David Potter, Data Analyst, JR Rix and Sons Ltd
(Victory Leisure Homes parent company)

Reporting and Analytics

Quickly and easily access all the information you need, whenever you need it using customisable dashboards.

- Access real-time information about all of your business operations to accurately forecast and plan.
- Gives you complete confidence in the accuracy of all your data.
- Integrates with other data sources and additional apps with Microsoft Power BI.
- Gives you a full picture of your business to be able to make quick and impactful business decisions.
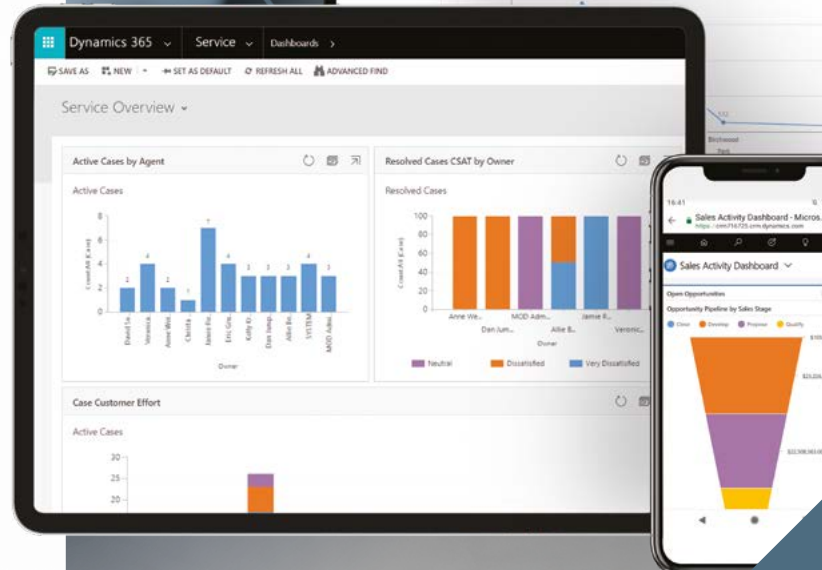
ELITECRM
Automate | Engage | Respond

Our unique Customer Relationship Management solution, EliteCRM, brings your sales, marketing and customer service departments together to give you relevant, valuable and productive customer insights. A functionally rich and robust solution, EliteCRM gives you and your team a competitive edge by helping build and maintain those customer relationships that truly matter.

EliteCRM integrates seamlessly with EliteManufacturers to offer enhanced functionality to support your sales, marketing and customer service departments. All customer data and communication is centralised in one easy-to-access platform removing the need for labour intensive reconciliation of multiple systems across different departments - saving your staff valuable time pouring over endless files and folders for current and historic information.

Using cloud-based dashboards that can be accessed anywhere, anytime, and from any device, EliteCRM is designed to lay the foundations and provide you with the tools to ensure a seamless customer journey.

Marketing

EliteCRM gives you key data like advanced reporting, social media insights, and website analysis so you can easily track your campaigns to identify your most responsive customers and schedule automated and personalised follow ups based on their behaviour to really capture their attention. Sending the right communication, in the right way, at the right time, results in greater, fully measurable, return on investment (ROI) from your campaigns.

Providing you with the tools to identify the characteristics and trigger points of your existing customers, EliteCRM enables you to build and grow those relationships and pinpoint where your marketing spend is most and least effective. The more you know your customers and the more engagement you have with them, the more targeted your marketing planning can be.

Enhance your customers' experience with targeted, relevant marketing material throughout different stages of their customer life cycle.

Benefits:

- Automate or manually send email communications using company branded or plain templates.
- Report on marketing campaign activity such as web visits and email statistics which includes; opens, click-throughs, unsubscribes and bounces.
- Easily manage marketing consent and permissions for prospects, leads and existing customers.
- Automate customer journeys based on marketing interaction.
- Maximise social reach and interaction.
- Easily manage and monitor campaign performance.
- Gain customer insight from social media engagement and website activity.

EliteCRM supports your sales function from initial leads through to appointment and beyond. Automation can improve efficiencies by cutting down duplication of effort, setting and allocating staff reminders to follow up sales leads, and tracking customer behaviour to identify potential opportunities. With integration to Outlook, your teams can work smarter by keeping check on appointments with email tracking, meeting alerts, follow-up task reminders, and notifications for optimum efficiency.
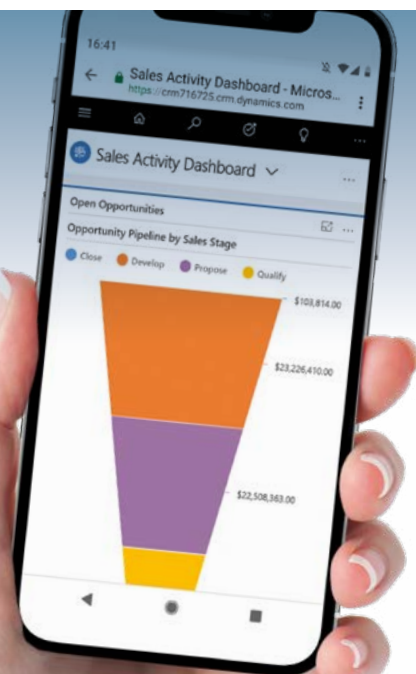
The reporting functions and dashboard can highlight higher value sales and identify those most likely to convert thereby increasing your opportunities for up-selling or cross-selling. On the flip side, it can also flag up those who might need a little extra support to close the sale allowing you to allocate staff time and resources efficiently. A pipeline helps you get an overview of sales progress so you can forecast and provide key management reports.

Harness powerful automation to efficiently capture, manage, and progress new leads through multiple channels. Boost sales by guiding your sales teams through the journey from prospect to established customer.

Benefits:

- Prospect management to convert more leads.
- Prioritise sales leads using lead scoring, based on behaviour, segmentation and time.
- Gain a better understanding of your sales pipeline by being able to easily extract insights from data.
- Automate workflows and tasks for reduced administration.
- Empower your sales teams to work smarter and more efficiently.
- Connect your sales activity with your marketing activity.
- Nurture leads with advanced segmentation.
- Fully integrates directly into Outlook and Microsoft 365.
- SMS and email automation.

Customer Services

Allow customers to provide feedback and issue a complaint using a dynamic case management tool, which will easily collate responses and act upon them.

All the interaction a customer has with your company is stored in real time, in one central location, removing the many different islands of data and supporting a highly personalised service.

This end-to-end visibility ensures professionalism at all times; whether you're managing enquiries, dealing with aftersales issues, or having the insight to identify and resolve potential concerns before they arise.

Take ownership of how and when you communicate with your customers, so it becomes more personalised resulting in a better overall customer experience.

Your customers also have the opportunity to provide feedback via customised surveys, which will give you a better feel for what your business does well and where there may be potential for improvement to help you exceed customer expectations.

Benefits:

- Automate case creation via email, website or customer portal.
- Automate routing to relevant team based on case information.
- Custom case management process flow.
- Utilise out of the box SLA timers for more severe cases.
- Build up and attach knowledge base articles to assist customer service representatives with their job.
- Automate identification of similar previous cases or duplicate customer cases.
- Case resolution reporting.

EliteCRM supports efficiency and growth across all business operations, from reducing resource costs and cutting down time spent on long-winded administration tasks, to having real time management reports and KPIs available at the touch of a button. While your competitors are spending budget on acquiring new customers, you can use the power of EliteCRM and its data to increase revenue.

With many years of experience in developing software solutions for businesses of all sizes, we have three EliteCRM packages available to choose from to suit different company requirements and budgets.

ELITE ANALYTICS
Create | Visualise | Respond

Our advanced reporting solution, EliteAnalytics, pulls together all the data generated within your EliteManufacturers solution, and turns it into visually stimulating and interactive insights. Think of it as the tool you need to bring your data to life or as Microsoft states: "turning data into opportunity."

Fully cloud-based and accessible from any device at any time, EliteAnalytics will give you a trusted 360-degree snapshot of what's happening across your business every single day of the year.

Our solution offers a cost-effective tool for any size business to harness, simplify, and understand your business data. Whether it's historic, current, or looking to the future, your data is power for your manufacturing business.

Every piece of critical business data is available at the touch of a button to help keep you focused on making smarter business decisions.

EliteAnalytics gives you one single version of the truth across all areas of your business. It's easy to use and can integrate with third-party platforms enabling you to pull data from a range of sources.

Benefits:

User-friendly
You don't need any technical expertise to use EliteAnalytics as there are a wide range of pre-built reports to provide any user with the information they need to make business decisions.

Data transparency
You'll benefit from regular updates from your Elite Dynamics Dataverse and other data sources, so you'll always know that your reports are using the most up-to-date data.

Cloud-based
Access up-to-date information quickly using desktop, mobile or tablet from anywhere and at any time.

Data filtering and segmentation
Advanced querying and filtering functions mean your teams can easily and confidently dissect data.

Intelligent decision making
Built in features help teams to analyse past and current data as well as predicting future trends to forecast and make strategic and operational decisions.

Personalised dashboards
Can be created for different departments and business processes to deliver and share visual, dynamic reports.

Functions

Pre-built Reports

EliteAnalytics consists of a suite of analytical models providing visualisation and reporting capabilities across all of your Elite Dynamics solution modules.

Each module in your EliteManufacturers solution is supported by pre-built reports and pre-modelled datasets to help customers extract "out-of-the-box" value. You can also easily expand and enrich the pre-built modelling to create customised visuals and reports.

• Easy to use attractive interface.

• Time and resource saving.

• Customisable and powerful visual reporting.

• Secure report sharing.

Data Source Integrations

EliteAnalytics has built-in connectors to the Elite Dynamics Dataverse where your data is securely stored and populated from usage, information, and activity created within your solution. It can also integrate with countless more data sources, pulling information into one place to analyse, act upon, and provide an all-round picture of your business.

• One clear view of business-wide performance.

• All data easily accessed from one place.

• Data is stored and safe in your Elite Dynamics Dataverse.

• Seamless integration with your EliteManufacturers solution.

Advanced Data Querying and Filtering

EliteAnalytics lets you drill down to the finer detail and ask questions of the data in your own words. Natural language querying facilities reduce reliance on technical expertise to build reports or analyses geared to individual users.

Powerful filtering and drill-down facilities also enables users to deep dive into the details behind any analysis.

• Q&A function to query data.

• Drill down to open up hidden insights and potential opportunities.

• Deep dive into your data to improve and adjust low performing areas of your business.

• Use simplistic, natural language to find the data you need.

Dashboards

Use EliteAnalytics to monitor your most important data and gain visibility at any level across your business. Dashboards can be easily customised to suit individual team members, departments, and can be shared internally or externally.

- Create your own dashboards for business processes.
- Easily share dashboards and reports with any team member or department.
- Improve reporting time and performance tracking.

Dynamic & Interactive Reports

Any reports created in EliteAnalytics are automatically refreshed after every update as the data fuelling the solution is constantly updated from our Dataverse and other data sources.

- Updates in data are reflected in the reports and charts where they are used.
- Reduces administration as data and reports are automatically updated.
- Fully interactive interface lets users hover over charts and graphs to find out more information.
- Complete confidence that data is reliable and accurate.
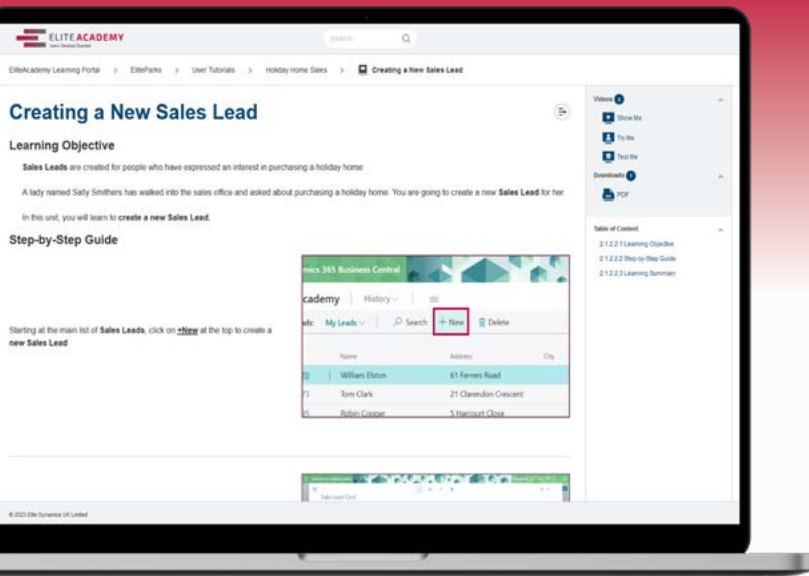- Targeted and secure sharing of reports and analysis across your business and collaboratively in Teams.

Regular Solution Updates

Choose how often updates take place between your EliteManufacturers solution and EliteAnalytics, giving you the confidence to know the information being generated is accurate at that point in time. For example, you could set to once every hour to cover the 9am-5pm working day.*

- Make well-informed decisions quickly in near real-time.
- Identify and rectify areas of concern before they escalate.
- You're in control of your data updates to suit your business.
- Regular daily updates allow for more accurate and timely decisions.

*Maximum of 8 updates per day with a Power BI Pro Licence.

EliteAcademy

EliteAcademy is a comprehensive tailored training, coaching, and mentoring programme which can be set up for any Elite Dynamics customer. Use the tools in EliteAcademy to combine your preferred style of learning, whether that's electronic, online, or textbook, with more traditional face-to-face training. You are completely in control of your own style and pace of learning and what works best for your team.

Whether you respond best to classroom-based teaching or practical, interactive learning, EliteAcademy has been designed to transform your businesses' training needs and ease internal training pressure, particularly when approaching at key seasonal periods when staff turnover and employee churn is at its highest. Bespoke training programmes will ensure your employees are fully competent in using our Elite Dynamics product range.

Not only that, thanks to our partnership with ClickLearn, you have the option to adapt the platform to support your own in-house training and development.

Benefits:

- Self-service learning platform with individual user access.
- Multi-format training materials.
- Remote and face-to-face classroom style learning.
- Unlimited access to e-learning from any device at any time.
- Refresher training always available.
- Access the latest product updates.
- Reduce training costs and save time on in-house training.
- Auto-translate feature for training materials, if required.
- Upskill seasonal staff to reach competency level.
- Flexible approach removes any barriers to staff engagement.
- Increased employee productivity.

Our aim is to help you achieve increased productivity and morale among your staff through a more engaged, personalised approach to learning and training.

You have a choice of four flexible learning options in EliteAcademy, where you can follow independently or combine the styles for maximum productivity and effectiveness.

Whichever method you follow, you will be provided with the best-in-class training tools to help you get the most from your Elite Dynamics solutions. Accessed anytime, anywhere, from home, in the office, or on-park; you can take charge of your own, and your teams' development at a time, place, and pace to suit.

EliteAcademy

Our primary learning method, the EliteAcademy learning platform is a subscription service to a library of digitally produced training and demonstration materials, provided in both written and video formats, guiding you step-by-step through our suite of solutions.

Face-to-face Classroom

Traditional face-to-face learning does still have its place and we can carry out bespoke on-premise training for you and your teams.

Remote Training

Our team will be on hand to deliver a series of remote training and support sessions at a time to suit you and your team.

ClickLearn Portal

An enhanced training tool via our third-party partner, with EliteAcademy, you can have optional access to ClickLearn. Create and distribute your own internal training programmes in a range of formats with virtual assistants to guide you every step of the way.

About ClickLearn

We want you to become proficient using EliteManufacturers, and any minor solution you decide to use in the future, but we also appreciate the need for you to develop your own internal training programme, which is why we've partnered with ClickLearn.

ClickLearn is a leading learning platform that completely rethinks the way learning resources should be created, maintained, and consumed by users. You can create your own material for your software training programme in a ClickLearn portal, using a range of formats with virtual assistants to guide you every step of the way.

A must for any successful manufacturer operating in the park and marina industry, ClickLearn is proven to deliver superior learning experiences and customer journeys. Sharing our values and beliefs, ClickLearn enables the successful onboarding of Elite Dynamics solutions and other Microsoft applications, by ensuring that all staff learning styles are supported 24/7. Training content is easily updated following any Microsoft Dynamics 365 upgrades, so your staff have peace of mind that they are always learning from current material.

Benefits:

- 'Show Me', 'Try Me' and 'Test Me' process training for maximum competency of our solutions.
- Maximise knowledge-based transfer between team members.
- Reduced reliance on internal, recurring training resource.
- Access training analytics to review team member progress.
- Ability to amend standard training material to your own business needs.
- Tailored training programme to your Elite Dynamics solution.
- Staff can learn, or retrain at their own pace.
- Collect feedback, ratings, and track learning material usage with built in analytics.

A knowledgeable, skilled team is a motivated, productive team, so investing in your staff will ensure you always get the best from them. Working in such a seasonal industry undoubtedly throws up extra challenges when it comes to staff training, so we appreciate there is now more demand for focused content that people can engage with at their own convenience.

Traditional classroom-based training still has its place, but we know many manufacturers can't afford the cost and disruption of key staff spending full days on courses over and over again. That's why the blended learning approach of EliteAcademy – combining cross-device e-learning content with face-to-face training – plus access to the fantastic ClickLearn tool, is the best overall solution to future-proof your business.

EliteAcademy can provide you and your team with the skills to confidently use EliteManufacturers and be on the path to become a solution specialist.

"We were excited to get a first glimpse of the programme in its development stage and could straight away see how beneficial it will be to our staff. In so many aspects of our holiday park business, we're moving away from traditional, potentially dated ways of doing things, and taking much more online where flexibility is key. Training is no different. We can progress at our own pace within our own environment and revisit content as many times as we need to, and for as many different team members as we need to. In the long run, we would also expect this to cut our annual training costs."

Ryan Johnson, Head of Finance, Coastfields Leisure
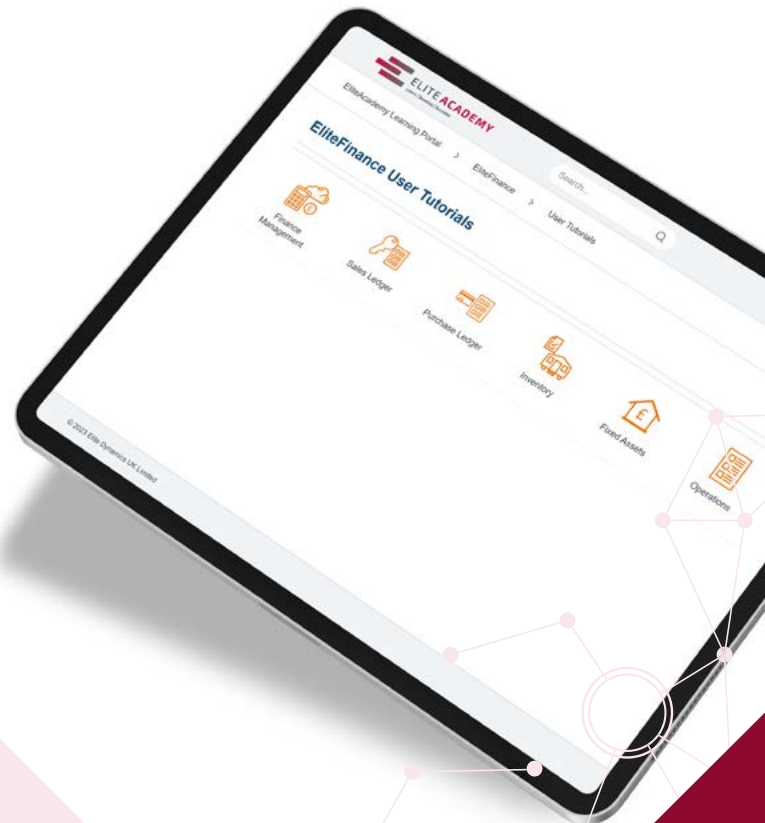
Get in Touch

Discover EliteManufacturers today.

Our solutions have been designed alongside key industry players, and we are fast becoming recognised as one of the leading software providers in the park and leisure home industry. We have a proven track record of increasing both revenue streams and profit margins, whilst reducing operational overheads inherent with running inefficient business systems.

If you are a leisure and/or park home manufacturer, looking for a consulting partner with intimate industry knowledge and a wealth of Microsoft experience, then please arrange a discovery call with our Commercial Team so we can discuss how we can work together to help you achieve your business goals and objectives.

"The biggest pull for us is being able to manage and automate our aftersales service. By moving away from paper-based systems to bring everything together in one portal for internal teams, engineers, and customers, we are improving processes and really delivering on customer service. Added to that is the wealth of data the software provides to enable us to analyse and report on our performance at any time. So, if we want to know how long it took to close a specific case or to get an engineer out, the information is instantly available."

Tom Foster, IT Support,
Pemberton Park Leisure Homes

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www.elitedynamics.co.uk/manufacturers

Microsoft
Solutions Partner

Business Applications

ELITE DYNAMICS
Skill | Knowledge | Desire