



Monday 10 January 2011

We chose our January Sale to install and use the new Auction software provided by Newline. Being one of our smaller sales of the year, it was felt we would have more time to deal with any problems which arose and give the saleday staff more time to deal with customers invoicing and sale queries.

The work carried out prior to the saleday and the help and understanding provided by Newline left us confident that the new system would be able to cope with the many applications needed during the Auction day itself. We naturally had concerns over the time it would take the staff to adapt in a busy atmosphere.

By the end of the day I was delighted with how well the new system had coped and been accepted by the staff. All comments from the computer operators were extremely positive, without exception. Far from slowing the invoicing and therefore customer service down, we found all operations were in fact immediately faster and more efficient. We have already realised, in the short time we have been using the Newline program, that it will enable us to save time and become more efficient in almost every area of our sale procedures.

Whilst we had confidence in the ability of the system, we were very pleasantly surprised by its ease of use, speed and popularity with the staff and Partners many of whom had only had a short basic training prior to the saleday. The whole day ran smoothly without any serious problems. The support given by the three members of the Newline team who were present throughout the day was invaluable in giving the staff backing with any queries they did have.

Altogether, an excellent result and a much easier introduction of a complicated system than most of us feared. Thank you to all at Newline for their considerable patience, particularly in adapting the software to meet our specific needs, and their support over the preceding months which allowed this change, the first in over 20 years, to take place so easily.

Paul Claydon

The Saleground,
Sutton, Ely
Cambridgeshire CB6 2QT
Tel: 01353 777767
Fax: 01353 777769
machinery@cheffins.co.uk
www.cheffins.co.uk

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