August 31st, 2022

This month's release is centred on one major new feature release - the ability for prospective customers to purchase a course, and register to your platform in one simultaneous process.

It's a feature that enhances both the first impressions your customers have with the platform, and helps simplify account administration and learner onboarding for you, the business owners.

We believe today's release will increase your conversion rate, boost sales and make account administration a lot more efficient. It's a win-win-win!

<mark>Simultaneous Course Purchase and Platform Registration:</mark>

The ClickLMS platform began as a 'membership' focused offering, requiring your audiences to create a membership account on your platform before logging back in and enrolling to your course offerings.

Now you have the option to flip this on its head, with your audiences able to purchase your course and activate their account in one easy process!
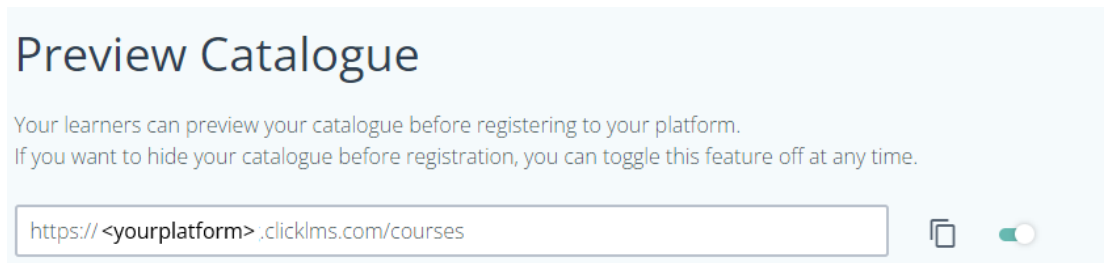

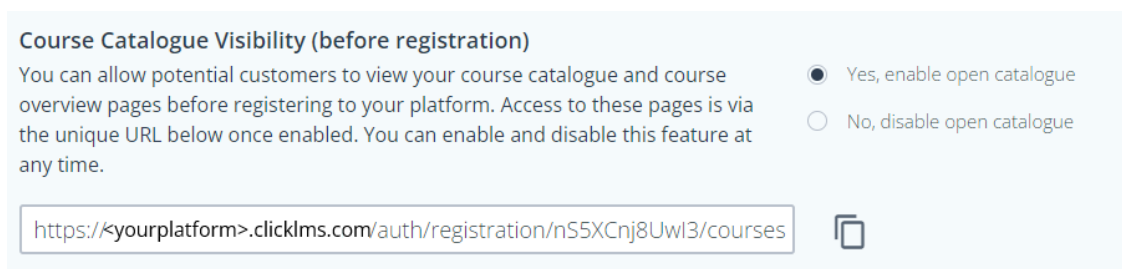**How to activate this new feature on your platform**

It's super simple to activate this feature on your platform - in fact if you are already using the **'Preview Catalogue' or 'Open Catalogue'** feature it is already live.

There are two ways to check you have this feature activated depending on whether you have 'Membership Products' activated on your platform or not.

1. **If your platform does not use membership products**, then as the Admin go to the **'Courses'** page and towards the top of the page validate that the **'Preview Catalogue'** feature is toggled on (image below). Use this URL to share your course catalogue with potential new enrollees.
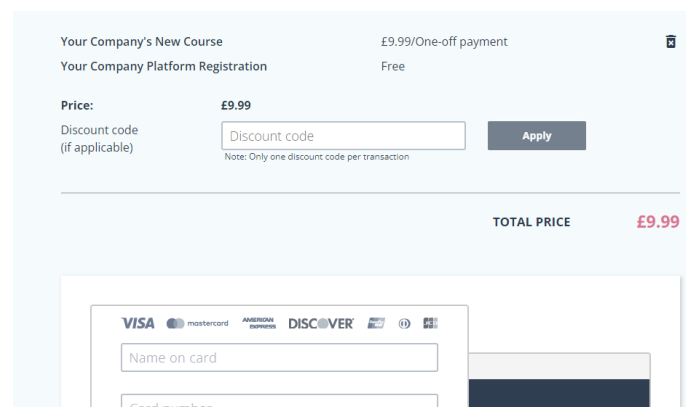

2. **If your platform has membership products enabled**, then you will have a unique URL for each membership offering. As the Admin, navigate to **'Settings'** → **'Membership Products'** → Click the specific membership product and on the 'Settings' page ensure you have selected 'Yes, enable open catalogue'. Use this URL to share the course catalogue with potential new members.

What are the changes for my customers?

As your prospective customers browse through your catalogue offerings, if they now click **'Register'** on a course overview page they will be presented with a new combined course purchase and membership registration form.

Discount codes for either courses or your membership products continue to work as before, but please note only one discount code can be applied per purchase (either a course or membership discount code).

Once the required details are provided and the purchase is completed, the learners receive an activation email as before, which returns them to their 'My Courses' page - that now includes their purchased course. It's now a far shorter, and more efficient process than before.

<u>Marketing and Sales Funnels</u>

A great added bonus with this new feature is that when marketing a specific course, you now have a unique URL for the payment page of the course.

It's up to you how you best funnel your prospects to these pages but you could for example include the unique URL behind an advert on a social platform or in your marketing emails.

To get the unique URL just navigate through your public course catalogue, click the **'Register'** button for the specific course and copy the new URL from the browser.

As always, the best way to get familiar with this new feature is to try it out for yourself. If you have any trouble, just check your Public/Preview catalogue is enabled. And if you want a more detailed demonstration of this feature or any recent enhancements please get in touch and we will gladly walk you through these.

Additional improvements released this month:

<mark>Dental Platforms: Job Title Added to the registration form</mark> - If you are offering Dental CPD, then your platform registration form will now also include an optional field for 'Job title'. This will help you better understand the make-up of your membership base. To view the job titles submitted download the report from the 'Learners' page that can be accessed in the Administrator dashboard.

<mark>CPD Platforms: Enhancements made to the PDP Activity Log</mark> - Learners can now filter their PDP Activity Log to only show completed activities between specific date ranges. The PDF export will then also only display the activities completed for that period and total vCPD earned during that time.

<mark>Membership products: Re-use deleted product names</mark> - Previously if you created and then deleted a membership product, you could not then create a new membership product with the same name. This has now been fixed.

And that's it for now! Please do share your feedback for these new enhancements, and let us know also if there are other features you are keen for us to include. We continue to work on new features every day and will keep you up to date with our progress!

Adam Rosen,

Managing Director, ClickLMS.