

# esteemjewellery

## CASE STUDY ANOTHER SUCCESSFUL IMPLEMENTATION

### CUSTOMER PROFILE

Owned and run by husband and wife team Stephen & Toon Laing, Esteem Jewellery is a Weymouth based company and through both the store and a fantastic website they have customers all over the UK ranging from an island just off the North Coast of Scotland, down to the warmer air of Cornwall.

Esteem aim to provide high quality Jewellery and plenty of choice at very competitive prices. Esteem supply a wide variety of items and are always willing to listen to customers requests so their range is constantly changing.



### THE PROJECT

Steve and Toon had built a successful business together before they took the major step of establishing their flagship store in the beautiful seaside town of Weymouth. Given this commitment, Steve and Toon knew that they had to harness technology in order to help them streamline their operation and leave them more to time concentrate on their customers.

Steve says "We wanted greater stock control, and much quicker system than then old one, which was all hand written; because we are looking for another shop we also needed a system that could tell us accurately and immediately what was happening in both locations."

The Senso team visited Esteem and carefully and comprehensively understood both the immediate and prospective needs of the business. Following this, the Senso team undertook a tailored demonstration for both Steve and Toon, allaying their concerns and agreeing an implementation schedule and payment profile that they were both comfortable with.

In Steve's words, "Senso was the clear choice for Esteem Jewellery". Steve said that it was "Gut feeling" that led them to choose Senso Group.

### THE OUTCOME

The implementation both began and ended with a successful go-live in November 2007. This was a vital component of the Senso commitment to Esteem as both Steve and Toon were concerned that they needed to have the system fully bedded-in prior to the busy Christmas period. Comprehensive, tailored training was provided to all staff so that they would all be fully conversant before the start of the Christmas trade.

Esteem Jewellery use DRS to monitor the stock that they sell both their store and to monitor the sales through their online store.



34b, St Thomas Street, Weymouth DT4 8EJ Visit: [esteemjewellery.co.uk](http://esteemjewellery.co.uk)

### IN SUMMARY

Steve and Toon Laing chose DRS because "It does everything. All the other systems we looked at could do most things but this was the only one that did it all. It used to take me about 20-30 minutes everyday going onto my Excel stock document and manually deleting what we sold from the day before. Now I don't need to do that - I can also see exactly what my best sellers are, and/or any other report I want."

#### The DRS solution covers:

- Touch screen - EPOS
- Back office / Head office
- Retail / Wholesale /
- Web integration
- Integrated Chip 'n' Pin
- CRM / Customer Accounts
- Loyalty
- Stock Control
- Promotions

### ABOUT US :

Senso provides a new direction in retail solutions. The Senso team is drawn from experienced senior personnel from across the retail sector, which means that we understand your business.

The Senso ethos is Total-Care - we want your business to grow with our solutions

### CONTACT US:

Senso Group Limited  
Bridge House Barn, Wistow Lane, Kibworth Harcourt  
Leicestershire. LE8 0RG

Telephone: 0116 279 3116 Facsimile: 0116 279 6944  
Email: [info@sensogroup.co.uk](mailto:info@sensogroup.co.uk) Web: [www.sensogroup.co.uk](http://www.sensogroup.co.uk)