



RetailStore

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EPOS
REINVENTED
FOR JEWELLERY
RETAIL:

**Your guide to the
right solution**

Is your EPoS system keeping pace with your business?


No one knows better than you do the challenges your business is facing. However well you are doing, every business wants to be smarter and more profitable, selling more and winning customer satisfaction and loyalty.

When it comes to considering ways to increase profit and revenue and make business improvements, EPoS may not be the first thing you think of and it may have been a while since you truly evaluated your systems in the context of your needs now.

As the retail landscape continues to change and transform, so too is EPoS and the underlying software that drives our businesses. There are now new and varied ways to manage your business better, including cloud based platforms designed to unite every aspect of your business, deliver your customers with a streamlined and enhanced experience whilst helping you to sell more and manage less.



No one knows better than you do the challenges that your business is facing.



Designed and proven for increased revenue, true customer service and reduced time.

Designed and proven for increased revenue, true customer service and reduced time, the new and affordable breeds of EPoS and Jewellery Management systems can help you and your customers in the new era of retailing and increasingly higher levels of customer expectations.

This short guide will only take three minutes to read and looks at:

- Constant values in a changing landscape
- Reinventing EPoS for today's jewellery market
- Top 7 challenges
- 14 key questions to ask yourself
- Top 4 must have functions
- Ideas and tips



Constant values in a changing landscape

Jewellery retail is unique; nowhere is the engagement with the shopper more personal. In our culture, we mark life's special moments and landmarks with the purchase of jewellery.

The trade is changing fast, just like other retail sectors. Driven by new customer demands, expectations and fuelled by advances in technology, now is the time to decide whether to embrace the necessary changes and ride the opportunities or whether to tackle the threats with old approaches.

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Top 7 challenges

Our research reveals independent jewellers are facing common challenges all centred fundamentally on the pressures to increase profit margins in a tougher market, merge traditional and online commerce whilst meeting the need to go further in customer experience.

The key questions to common challenges include:

1. Where will we be in three or five years' time?
2. How can we sell more and sell more profitably?
3. How can we become a better and more efficient business?
4. How can we personalise our customer experience and build loyalty?
5. How can we improve stock management to ensure we always have the right item at the right time?
6. How can we give staff instant product information so they never lose a sale?
7. If we go multi-channel, how easy is it to manage stock and transactions across stores and ecommerce?



Questions

14 questions to ask yourself

Before you can identify the right solution, you need to scrutinise your business dispassionately, looking at the problems and situations you are facing.

These will become your buying criteria for the issues that you want EPoS to address.

Ask yourself...

1. How accurate and time efficient is your EPoS system, both at the till and in the back office?
2. How long does it take to process a sale at the till?
3. Are you thinking of opening more stores or going online but concerned how you and your system will cope?
4. Do you have a separate system for stores and another for online?
5. How much time do you spend on administration?





6. Do you find it difficult or time consuming to manage stock across your store(s) and online?
7. Is it difficult and slow to search for products and check availability?
8. How does your EPoS manage customer requests or bespoke orders?
9. Does your EPoS include features such as ring sizing and repairs or alterations?
10. Would you benefit from being able to manage and track 'cash for gold' at the till?
11. How efficiently can you log and track repairs in the workshop and on the shop floor?
12. Could you manage customer data/communication/loyalty better?
13. How easy is it to extract the reports you need for commercial decision making?
14. How much is your EPoS costing you every year including admin and stock management?

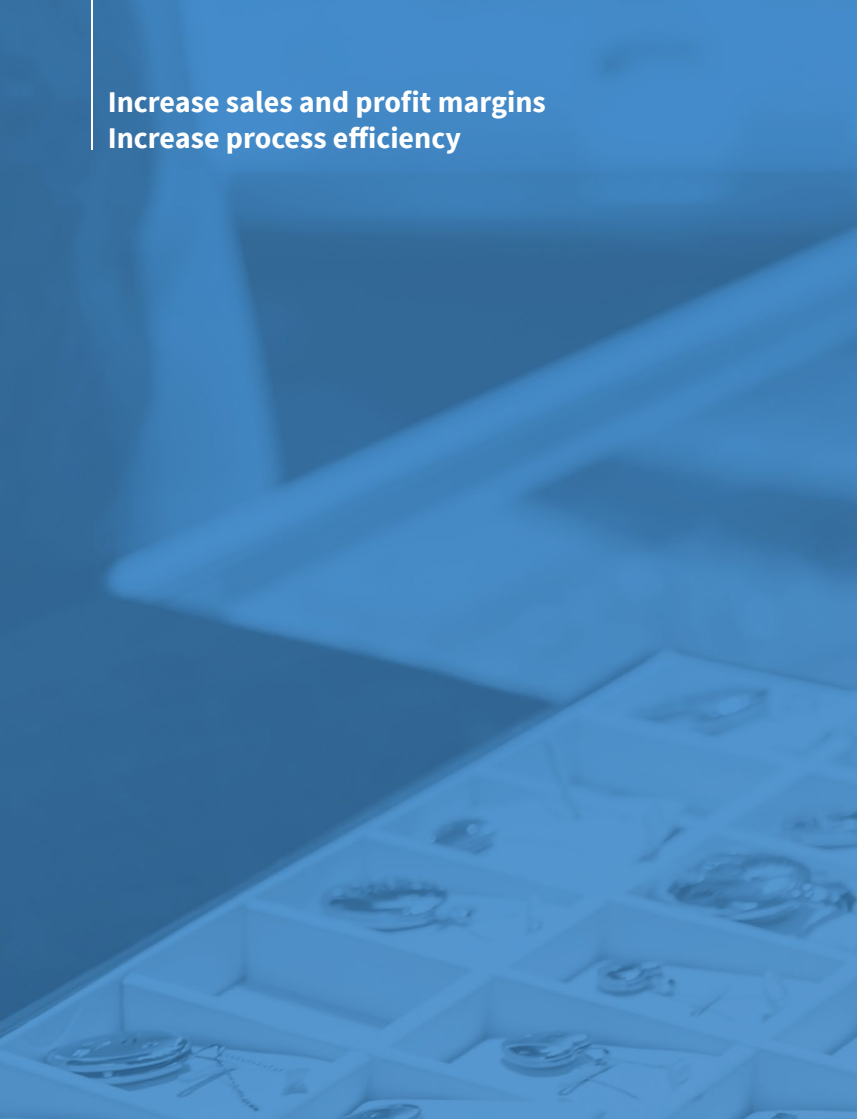
Reinventing EPoS for today's jewellery market

In the changing retail world we operate in, EPoS and management systems for the jewellery trade need re-thinking to enable software to help us meet new needs and overcome new challenges including:

- Online threats and opportunities
- Multi-channel retail management
- Customer demands for instantaneous service, sale and information
- Multi-currency management
- Delivery and return variations
- Profit margin shrinkage and need for greater efficiency



**Reinventing EPoS for
today's jewellery market**



Increase sales and profit margins
Increase process efficiency

Well, the good news is that EPoS has been reinvented and today goes beyond just the transaction.

Now much more than a till system, today's best EPoS solutions offer a universal platform that unites the different parts of your business. The best systems also contain features to meet the special challenges of jewellery retail.

Equipped with the right platform, you will be able to:

- Increase sales and profit margins
- Reduce stock holding, wastage and discounting
- Improve cash flow
- Increase process efficiency
- Deliver better customer service during and after sale

You may still be using cash registers or have an older EPoS system but today you should expect more from EPoS, it should work intelligently for you and your customers. It should:

- Make you more efficient and reduce administration
- Increase your cost effectiveness, by reducing stock holding and improving cash flow
- Remove process and data duplication with information held in a single file
- Provide an integrated platform to manage stores and online as one
- Be modular, making it easy to add new features and grow with you
- Provide the functions that your trade needs, such as repairs and ring sizing
- Make it easier to purchase, price, promote and sell your products
- Help you develop a customer database that can be used for loyalty programmes and promotions; with powerful data, you can track special dates such as birthdays and weddings to offer personalised communications at the right times
- Generate a multiplicity of reports to help you make faster, more informed decisions
- Enable you to offer an enhanced customer experience that goes the extra mile. Using a sophisticated Mobile PoS, you can sit down with a customer and recommend products, show them additional styles and complete the transaction there and then at the touch of a button.





4 essential EPOS functions for jewellery retailers

The jewellery business has many unique differences to other retailers and a very special relationship with its customers.

From initial browsing, exploring the perfect design through to purchase and after sales, your customers' experience should be one of care, attention to detail and efficiency.

Today's EPOS is not just a point of sale but very much a point of service. Having a modern EPOS with added features can enable you to deliver the service you strive for to help you with operational and revenue efficiency whilst giving your customers the utmost in service.

- 1. Cash for Gold** – built in EPOS feature to accommodate cash for gold transactions in one process.
- 2. Special Orders** – having built in flexibility for bespoke items gives you the potential to exchange information, photographs and requests between your customer and your supplier.
- 3. Ring Sizing** - time and efficiency at the till point is critical to the customer experience. EPOS systems with built in support for ring sizing, stock checking in different locations and time scales are now important to clinch sales and secure strong rapport with your customers.
- 4. Workshop & Repairs** – having your workshop and repair process, booking in, status, full records and photography at all your sales and service points makes an enormous difference to the efficiency of your sales assistants and the experience your customer receives.

- ✓ **EPoS** – efficiently serving your customers at every point of service
- ✓ **Mobile PoS** – enhancing the personal, one-to-one customer experience
- ✓ **iPad** – advanced product searches for your clientele to your complete back office stock and catalogue
- ✓ **Workshop** – instant booking and work flow management from your PoS to your workshops
- ✓ **Cash For Gold** – making pay out transactions easy and automating the till balances and reporting
- ✓ **Ring Sizing** – instant visibility and availability of all ring sizes from any location and at any PoS
- ✓ **Special Orders** – flexibility to accommodate special orders your customers wish to make throughout your system from client order through to back office and workshop processes
- ✓ **Loyalty Programmes** – keeping your customers loyal and making them feel special
- ✓ **Gift Cards** – easy Gift Card management and processing
- ✓ **Ecommerce** – one platform, one solution for both your retail, e-tailing and eBay
- ✓ **Click and Collect** – serving your online and instore customers the way they want to be served
- ✓ **Biometric Login/Fingerprinting** - securing your till access and authorise high value items



Shaping EPoS to suit your business

Whether you choose to remain a single store selling one off pieces or a regional or nationwide group with a growing store estate, either adding ecommerce to create a multi-channel business or running a solo online operation; EPoS can be the cornerstone of them all so it's critical to invest in the best solution for you.

And if you do decide to go online, the right EPoS will offer a universal solution that moves you effortlessly, securely and profitably into multi-channel sales.

This new integrated approach will satisfy your customers' demand for the same experience however they interact and will complement not overshadow the expertise and passion of your staff that contribute to your reputation and success.

Good luck in your search for the best solution!

It's critical to invest in the best solution for you

Now there's a better way...

RetailStore

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EPoS Reinvented

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