RAPNET® Case Study

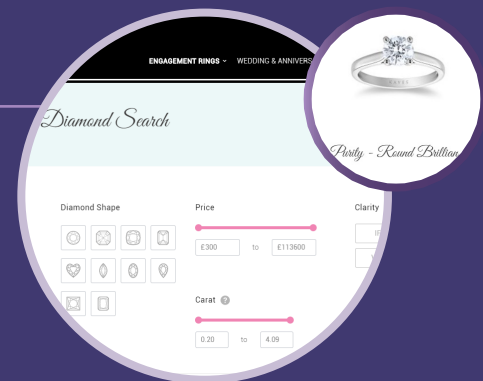## Kayes Jewellers

KAYES
TRUSTED SINCE 1948

How a 72 year-old jewelry store recognized the need to go online, and increased their engagement and bridal sales volume by 400% after adding RapNet Instant Inventory to their website.

> *"I honestly cannot understand why anyone would not want to have access to Instant Inventory."*
>
> *Tony Kaye*

Background

As a provincial single store business in Chester, Cheshire, Kayes Jewellers found themselves in a predicament. Like many small jewelry retailers they were facing the erosion of their core diamond business by the new generation of online sellers.

> *"Implementation was simple, straight forward and cost effective. We experimented with the default interface but quickly realized that the future lay with our own custom-built interface."*
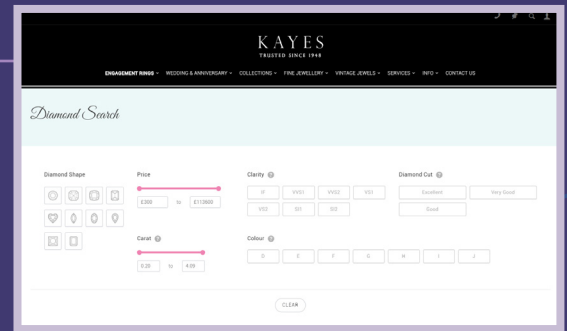
A Time for Action

> ***"It immediately struck me that the answer to our situation was to follow the digital trend and ramp up our online business."***

In 2015, the company decided to add RapNet Instant Inventory to their online store, so their customers could browse thousands of RapNet diamonds from within their website. They customized the widget to make it look like a natural part of their website.

Result
Exponential growth & increased profits

Since implementing Instant Inventory, Kayes Jewellers are seeing exponential growth in their diamond engagement and bridal sales and an associated growth in finer diamond sales. Over a period of 5 years they have seen a four-fold growth in their engagement business, which has had a knock-on effect with further related bridal and fine jewellery sales.

"Instant Inventory means we are much more connected with the international diamond industry. It means a little store can be a bigger player than they ever could have hoped to be."

"Business moves on and we have kept pace by implementing Instant Inventory into our website."

Tony Kaye

More Diamonds. More Customers.
GO DIGITAL!

Turn your business into an online powerhouse

➜ Get more customers
➜ Increase sales
➜ Grow your business

Get Instant Inventory

www.RapNet.com/go-digital