

# RAPNET® Case Study

## JE Marlow & Sons

Here's how a diamond dealer and retailer used RapNet Instant Inventory to better satisfy their customers and corner a niche in the market



### Challenge:

#### *Giving Customers Better Quality Diamonds At The Right Price*

JE Marlow & Sons, part of the international Eran Diamond Group, is a large diamond dealer and retailer in the UK with an interactive online store where customers can select and design rings, bracelets, earrings and necklaces, all made with top quality, certified diamonds.

In a crowded retail jewelry market, one way they stand out is by increasing their supply of GIA graded diamonds to the public, at the right price.

The main challenge was the lack of availability of fair priced, quality graded diamonds. In addition, they had competition from retail shops that were selling diamonds with generic certificates at close to GIA prices. With these challenges in mind, JE Marlow & Sons' priority was to become the diamond company of choice, with a strong "brick-and-mortar" retail business, backed up by a solid online presence and a large inventory of GIA graded diamonds for their customers to choose from.

### Solution:

#### *Boost inventory of GIA graded diamonds on their website*

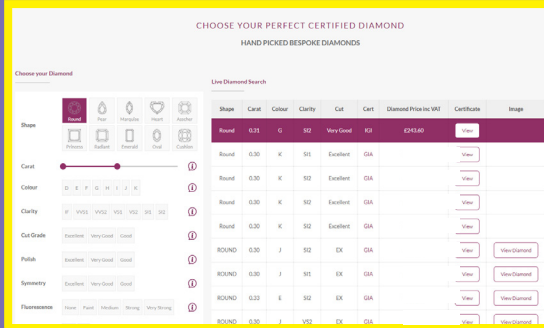
JE Marlow & Sons decided to enhance their online inventory by adding RapNet Instant Inventory to their website.

They chose RapNet because it is synonymous with the Rapaport name and, having been members for quite some time, they knew that RapNet makes it possible to attain near complete transparency in diamond trading. They were able to liaise

*"We knew that RapNet Instant Inventory could help us to achieve our goals and show a wider range of diamonds directly to the public at fair prices".*

directly with the RapNet technical team, to achieve a seamless integration of the new tool into their existing online store.

Once RapNet Diamonds were added to the JE Marlow & Sons' online inventory, customers could easily search for the diamonds they wanted to buy and add them directly to their shopping cart.



## Result:

### Customer Experience, Better Customer Service

JE Marlow & Sons immediately noticed how Instant Inventory heightened their customers' user experience and enhanced their own ability to respond to how their customers were behaving on their site.

Shally explains: *"We realized that our well-informed and value-conscious UK customers were choosing the quality of their diamond first, before selecting the size, color, clarity and fluorescence to fit their budget. This led to a majority of sales of Triple Ex or Ex cut gems, which we had not anticipated. The information that we are able to glean from their activity, helped us to better understand their preferences and adjust our stock accordingly."*

*"Thanks to this new inventory tool, JE Marlow & Sons now holds one of the largest stocks of Triple Ex diamonds of any retailer in our market."*

Shally Nahar

More Diamonds. More Customers.

## GO DIGITAL!

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- 💡 Get more customers
- 💡 Increase sales
- 💡 Grow your business

Get Instant Inventory

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