



Deliver first-class customer service with **Diamond Guarantee**

Engage with your customers and provide **BEST PRACTICE** service while taking the opportunity to increase sales opportunities.

BSMART² DIAMOND GUARANTEE KEY FEATURES

- ▶ You define the guarantee and service being provided
- ▶ A valued service to encourage customer loyalty
- ▶ Increase footfall
- ▶ Increase sales opportunities
- ▶ An end-to-end process with minimal effort and guaranteed results
- ▶ A managed customer service with automatic reminders
- ▶ Identify and rectify manufacturing faults early e.g. loose stones
- ▶ Valued customer benefits e.g. free clean and inspection
- ▶ Additional business opportunities e.g. repairs and valuations as required
- ▶ Opportunity to engage with customers and build loyalty



The Diamond Guarantee module enables you to deliver exceptional customer service levels through an automated email or SMS checkup and reminder system.

The main principle is to provide the consumer with a clear statement of their rights and the level of service they can expect with the product purchased and provide a high level of customer service and satisfaction by means of regular inspections to ensure that the product is being properly cared for and offer advice when necessary.

This gives the retailer the opportunity to rectify any manufacturing fault before a serious problem occurs or an insurance claim is made causing customer stress and dissatisfaction and ultimately a costly resolution or loss of a good customer.

You define the levels of guarantee you offer and these can be selected, for example, from Warranty (1 year can be extended once), Guarantee (e.g. 5 or 10 year) and Lifetime Guarantee. There is also the opportunity to charge for the guarantee or upsell to a better guarantee should a retailer wish to do so.



The level of guarantee provided may depend on the category of stock and the value of the item, the higher the value the better the guarantee. This could also help upsell to a customer in order to achieve the better guarantee and level of service. For example, diamond rings under £300 might get a year's warranty and one free inspection, up to £3,000 the customer would be offered a 5 or 10 year guarantee and above that price a lifetime guarantee against faulty manufacture.

Once you have configured the guarantee levels, you can set up bsmart to send automatic or manual reminders for customers to have their valuable jewellery checked for loose stones, damaged mounts or any other possible defects. The intervals for such reminders can be configured to your requirements.

The PoS system will advise the salesperson of the guarantee offered and if accepted the software will prompt for the preferred method of contact for the reminders. The receipt will print the details which can be emailed to the customer for safe keeping and for insurance purposes. Note: MarchGuard Insurance may also be available to offer at this point.

Your Technology Partner

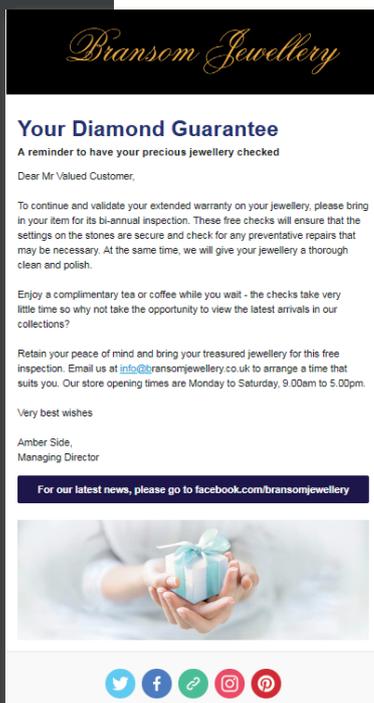


How it works

The aim is to provide a high level of customer service and satisfaction by means of regular inspections to ensure that the product is being properly cared for and offer advice when necessary. This gives the retailer the opportunity to rectify any manufacturing fault before a serious problem occurs or an insurance claim is made causing customer stress and dissatisfaction, and ultimately a costly resolution or loss of a good customer.

During the six monthly (recommended) inspections the retailer would normally advise the customer of any repair work required or whether an updated valuation is recommended for insurance. In most cases the retailer would charge for such work and thereby cover the costs of operating the scheme. However, such services could be offered free to high spending customers as a further reward for loyalty.

The key benefit to the business along with customer loyalty and satisfaction is the frequency of visits and the opportunities it brings to engage with your customers, providing an exceptional service and the opportunity of securing further sales.



Bransom Jewellery

Your Diamond Guarantee
A reminder to have your precious jewellery checked

Dear Mr Valued Customer,

To continue and validate your extended warranty on your jewellery, please bring in your item for its bi-annual inspection. These free checks will ensure that the settings on the stones are secure and check for any preventative repairs that may be necessary. At the same time, we will give your jewellery a thorough clean and polish.

Enjoy a complimentary tea or coffee while you wait - the checks take very little time so why not take the opportunity to view the latest arrivals in our collections?

Retain your peace of mind and bring your treasured jewellery for this free inspection. Email us at info@bransomjewellery.co.uk to arrange a time that suits you. Our store opening times are Monday to Saturday, 9.00am to 5.00pm.

Very best wishes

Amber Side,
Managing Director

For our latest news, please go to facebook.com/bransomjewellery





The system is designed to produce automated reminders (although this is optional) via email to let the customer know when the next inspection is due.

There is a three stage reminder process, the timings of which are configurable.

- ▶ The first reminder would be sent a couple of weeks ahead of the scheduled visit
- ▶ The second one the day before (if the customer has not already been in)
- ▶ The third reminder is only sent if the customer has not visited, to remind them that the guarantee would elapse if the item is not inspected

In addition to the customer reminders, bsmart also emails the store to inform staff of the customers due to visit. Staff can then contact those customers who have chosen not to receive automated reminders or simply provide a more personal level of service by contacting the customer directly. Again the level of personal service will differ from retailer to retailer and the information available

allows the retailer to ascertain the quality of customer and value of spend to make those decisions.

At the time of inspection the guarantee is updated, the next scheduled inspection set automatically and any advice or recommendation noted including any estimation for repair work.