

Ahead of the curve

Pursuit is a family business that is revolutionising the industry with its advances in retail systems

In the jewellery business 10 years isn't a long time, so it is testament to Pursuit's business that it has managed to become such an integral part of the industry in such a short time.

However, although new to the jewellery industry, Pursuit was not an unproven entity. "When Pursuit was first offered to jewellery businesses, it was already used as a customer relationship and business process management tool by blue-chip organisations in a range of industries, so its robustness and scope was fully proven," says Mike Burns, managing director of Pursuit and the second generation of the family to work for the company.

It proved itself again and, over the course of a decade that has seen a steady stream of innovative firsts, Pursuit has grown to be the market's leading jewellery retail, wholesale and manufacturing software systems provider.

One of its major advantages is that Pursuit works in real time. Sales and stock records are as up to date as the most recent transaction. "This is crucial in today's trading environment," says Burns. "Management doesn't have to wait until reconciliation after closing time. Information right across the business is constantly up to date, a must for any business."

An additional benefit of Pursuit working in real time is that it can produce up-to-the-minute management reports and is able to identify best-sellers and any other trends as they emerge.

Another aspect that makes the Pursuit system so invaluable for retailers is that it can text a customer when a special order or repair is up for collection on the same day as it is booked in from the supplier, access a customer's purchasing history and create tailor-made gift and loyalty cards.

Retail counter, stock control, management and back office functions

are also fully integrated and accessible in an instant, regardless of the number of users in a multi-shop network.

"Retailers and suppliers are realising the need for a system to benefit from the shop-in-shop concept where both parties are automatically notified of stock, sales and damaged stock, with the new Pursuit Smart Shop module," says Burns.

With Pursuit, its core technology means that when a changeover happens, all data is migrated to the system. Another advantage over other systems is that it is fully compatible with Microsoft Windows and runs on standard PCs. Its most recent point-of-sale development, SmartScreen, exploits Windows 7's touchscreen function to provide instant look-up of digitised images of products, their descriptions, prices and stock position with built-in prompts to guide customers through alternative choices and tempt sales of matching pieces, even where they are not in stock.

Online transactions are handled in exactly the same way as a branch on the high street and items featured on the website can be changed in moments.

"Since the website went live with the Pursuit system in mid-November, we have tripled sales," says Monica



Pursuit gives a minute-by-minute moving picture of sales

"Retailers and suppliers are realising the need for a system to benefit from the shop-in-shop concept where both parties are automatically notified"

Mike Burns
Pursuit



Pursuit texts customers when an order or repair is ready

Vinader director Gabriela Vinader.

At the service level, system updates are automatically provided and customer attendance at user days is free of charge.

And all of this in just 10 years. It will be interesting to see what the next decade brings. ●

A decade of firsts

- **2000** First Pursuit system is installed in the UK
- **2002** Integrated manufacturing process management system is launched
- **2003** Integrated wholesaler system is introduced
- **2006** Integrated Chip and PIN is implemented
- **2007** Pursuit's first installation in Ireland takes place; its integrated loyalty card system is added to the PoS suite and the first fully integrated online sales system is installed
- **2008** Swarovski product data is imported via SmartLinks module, now expanding to Pandora, Trollbeads and more; TH March and CCRS insurance facilities are integrated and the concession system is launched and installed
- **2009** First Pursuit jewellery system is installed in mainland Europe and automated text messaging service for repairs and special order is launched

Pursuit functions like a concept store – the system offers a wide choice of modules that can be mixed and matched to requirement. As well as integrating with each other, the PoS front end could be integrated with an existing back office system, and vice-versa. www.pursuit.co.uk



From manufacturing to international retailing, the complete solution for Monica Vinader



London, Kings Lynn, Madrid, Seville, San Sebastian, sales, stock, orders, the web – seamlessly connected in a single system.



Pursuit

Award winning designer Monica Vinader uses Pursuit software to seamlessly link operations extending from the UK to Spain.

The multi-faceted network extends from the design and manufacturing side of the business to the web-shop and franchisee stock selection and ordering using the Pursuit SmartLinks™ module.

Selected by a growing number of leading multiple-outlet jewellery retailers, Pursuit's inter-connected sales, performance analysis and stock monitoring databases function in real time – all information is as up to date as the most recent transaction.

Options include gift cards, automatic customer texting and counter-top touch screen digital presentation that helps widen choice to items not actually in stock.

Arrange a live online demonstration.
Telephone + 44 (0)1603 263 800
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