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Media announcement

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The Company of Master Jewellers selects Pursuit Software as approved supplier

The Company of Master Jewellers has selected jewellery retail sales, stock control and management software specialist Pursuit as an approved supplier.

Pursuit has a user community that includes Hamilton Inches, the Fish Brothers group of shops, R. Holt & Co and other Hatton Garden jewellers, Holts Academy, the Fields and Angélique chain in Ireland, the National Association of Goldsmiths and long established county jewellers. It has earned a reputation as the pacesetter in an area widely accepted as vital to securing competitive advantage.

States Mike Burns, Managing Director of Pursuit Software: “The process of becoming an approved supplier to the Company of Master Jewellers is predictably rigorous. Being selected is therefore a wonderful accolade.

“In terms of managing a jewellery business, leading players in the industry recognise the Pursuit system as providing a template for best practice. On an operational level, it is designed to enhance the customer experience and promote customer loyalty. It streamlines transaction processing and stock control records are automatically updated when an item is sold. Above that, instantly accessible management reports and sales and stock analyses provide a real time picture of what’s happening across the business.”

The Pursuit system is customer focused to the extent of enabling staff to show on a counter top PoS screen items that, although not presently in stock, may be what the customer has in mind. Paralleling this, the company attributes its own success to a customer-centred attitude towards its growing user base of both family jewellers and high street multiples.

Explains Mike Burns: “Although our technology is class leading, we place just as much emphasis on customer service. For example we offer training school facilities, a dedicated support desk – complimentary evenings and weekends access over the busy Christmas trading period – and upgrades at no extra cost.

“The system is extremely adaptable, with virtually infinite capacity, regardless of the number of PCs in the network, which means it readily accommodates new enhancements developed in response to evolving needs and customer feedback. A perfect example is our customers enjoying integration with their web site for their third Christmas, Pursuit makes adding online retailing a lot easier than opening another shop.”

Mike Burns concedes that not being a Company of Master Jewellers approved supplier has been an impediment to Pursuit’s progress within the CMJ membership. “We are delighted, he says. It is welcome testimony to the quality of Pursuit as a company and as a product.”

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