

Media announcement

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Scotland's leading jeweller sees Pursuit PoS information processing as key to enhancing customer service

Hamilton & Inches has transformed the sophistication with which it collects customer and transaction information by changing to Pursuit management software. The system selected by the leading Scottish jeweller integrates all key facets of its business.

The system's starting point is the capture of customer and transaction details at the point of sale. As well as being automatically fed directly into customer records and marketing data resources, the system is designed to instantly stream transaction information into the company's stock control and accountancy systems.

Claimed to be exceptionally flexible and with limitless capacity to adapt to changing and future needs, the multi-module Pursuit system has been specially developed by the software house for jewellers and businesses in high end luxury goods.

For Hamilton & Inches, a decisive influence on its decision to change is that the system is fully compatible with the Windows software operating environment.

Jamie Fraser, Hamilton & Inches Managing Director, states:

"Our business is about giving personal, high quality service to our customers. Pursuit has made a significant contribution to enhancing our performance in this area.

"The system captures at the point of sale all the information we require, and makes this available in whatever database or reporting format is needed, whenever it is needed. It means that right across the company, our records are as up to date as the last transaction.

"As soon as a customer comes into the shop or makes contact, their purchasing history is instantly accessible.

"The same applies to the information requirements of our marketing department – and to stock control. We have an accurate, continuously updated picture of stock movements, something that was previously impossible. The Pursuit system is also designed to stream information directly into our accounting software, even though this is from a different supplier.

"Our shops in Edinburgh and London are 400 miles apart, but they are as one as far as our information loop is concerned."

Doug Burns, Managing Director of Pursuit Services, comments:

“For Hamilton & Inches – like others in our steadily expanding user community – an information processing system that gives a constantly rolling overview of a company’s operations is a fundamental imperative.

“We are experiencing an upsurge of interest in exploiting the system’s optional marketing and customer information modules. Before installing our software, none of our users in the jewellery business had a convenient way of building and maintaining customer databases for proactive mailing campaigns and other marketing purposes.

“Getting closer to customers tops the list of today’s business basics. ‘Who bought what, when, and where do they live – and what else might they be in the market for?’ are questions the Pursuit management information system is capable of generating answers to in moments.”

To find out more, visit www.pursuit.co.uk.

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