

## Paul Sheeran Jewellers, Dublin, joins the retailers who have made the decision to switch to Pursuit

A strategic decision no business makes lightly is to change over to a new computer system.

Well respected, high-end Dublin jewellery and watches retailer Paul Sheeran Jewellers is one of a growing number of converts to Pursuit. The interesting question is, why?

“We are a young progressive company,” states chief executive Paul Sheeran. “The primary tool in the successful management of expansion is a robust, versatile, all-encompassing information technology infrastructure.

“And by all-encompassing, I mean a system that offers marketing functionality in a way which lets us put the information spotlight on the customer.”

The importance placed on the customer aspect is a cornerstone of Paul Sheeran Jeweller’s business philosophy. This becomes evident the instant you step into the stylish and individually designed stores of its two establishments in Dublin, one in the prime Grafton Street area and one in the exclusive Dundrum Town Centre.

In each of the two stores, you immediately recognise that the stage is set to create a specially rewarding customer experience.

This is the retail-is-detail philosophy carried to the ultimate degree.

Paul Sheeran continues: “For a customer choosing a gift, our purpose is to make the buying experience as pleasurable as the delight and surprise it will inspire in the recipient.

We are moving towards an information environment designed to support that – and extend it to active, marketing with a personal focus that invites customers to our shops.”

Mike Burns, Pursuit's managing director, picks up the theme: "The recent software enhancements we have successfully introduced take the customer-facing front-end sales process aspects of the Pursuit system to a new level.

"On the stock control side for example, inventory records now include product variants such as ring sizes and alternative watch faces. Exactly the same details can be recorded for individual purchases in the customer sales history side of the system – and can be instantly accessed by staff during the sales process.

"Pursuit provides the means of getting close to an individual customer. It can be set up not only to record family birthdays and anniversaries and other events, associated reporting and customer contact database facilities can be used to discreetly initiate a potential sale, for example by sending a timely brochure or similar mailshot.

"Our versatile new smart card module, launched at Spring Fair, follows the same general thinking. The electronic swipe data identifies the individual holder and automatically brings up on screen the relevant records. Cards carry a retailer's own branding. They can function as gift cards, invitations, privilege discount cards, loyalty cards, club cards – and even replace traditional credit notes."

Pursuit offers single shop and multiple branch system options, and EPoS and retail front-end sales and marketing modules that in many cases can bolt-on to existing software. Where a total system is installed, data can be automatically transferred from the system being replaced, smoothing the process of transition.

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