

AURES Case Study: David Christopher Jewellers

October 2014

“Our Bransom software running on Sango terminals is much more than a POS solution; it’s a complete hub for customer service - right at the heart of our business.”

Mark Warr, Director of David Christopher Jewellers

The Client

Second-generation family business, David Christopher Jewellers, can now celebrate more than 25 years of trading and has 18 retail stores throughout the Midlands and the South-west. Expansion continues for this well-regarded business, with a further two stores opening shortly.

A significant element is David Christopher’s relationship with leading Danish jewellery brand Pandora, renowned for its signature charm bracelet – today’s ultimate fashion accessory. Pandora sells directly and through franchisees at a series of levels, with its top fascia being its Concept stores, typically found in larger towns. David Christopher currently has four such stores with a further two opening shortly.

David Christopher also specialises in diamonds and sells an array of high-quality, covetable jewellery from brands such as Hot Diamonds, Clogau Gold, Ti Sento, Thomas Sabo and Links of London. Personal service is the hallmark of the company.

The Process

For its own stores and its franchisees, Pandora recommends a point-of-sale solution from software house Bransom Retail Systems, who are dedicated to the jewellery marketplace. The Bransom solution is now installed in David Christopher’s Gloucester, Hereford, Portsmouth, Redditch, Bedford and Weston stores.

In each, it runs on Sango touchscreen terminals, a complete PC-based till management system from hardware partner AURES. The Sango is not only David Christopher’s terminal of choice but it is the *de facto* terminal for new stores right across the Pandora estate.

Bransom prides itself on its speed and efficient systems rollout. Prior to installation, David Christopher provided Bransom with its database of product data and images so the software house could pre-configure the terminals. This made implementation rapid and trouble-free.

Going forward, Bransom supplies David Christopher with automatic monthly Pandora product updates. "We receive a direct import of product codes, descriptions and prices. It's a great Bransom service and all updates come through onto our system with images pre-loaded."

The Benefits

- The Bransom system makes easy work of stock management and automates transfers between stores to maximise sales opportunities
- Ordering of stock from Pandora is also streamlined and effortless, ensuring the appropriate lines and optimum quantities are always available in store
- Comprehensive reporting keeps managers in control and provides them with a constant, live trading snapshot
- The power of the Sango means high sales volumes can be processed whilst staff look up products and arrange stock transfers
- The Sango breaks the mould; this good-looking, contemporary terminal complements the aesthetics of the Pandora environment
- In the Sango, David Christopher has an EPOS terminal that delivers consistent reliability, day in, day out.

The Solution

Bransom software

Stock control & transfer

"With our Bransom system, we can measure the rate of sales for each product and set base levels correctly. As a multi-site company, we find Bransom has the flexibility to give us oversight of which branch has what stock, and makes it possible for us to transfer stock easily between our Pandora Concept stores using a live picking list and automated emails."

Automated ordering

Bransom has provided David Christopher with an automated ordering system which allows it to increase the rate of sales. "The Bransom system allows us to order electronically direct from Pandora, and cuts out the need for us to complete the Pandora order form."

Reporting

David Christopher stores enjoy a full range of management reports, some designed specifically for Pandora business and many graphical. Mark Warr can monitor and measure the performance both of individual stores and the entire estate. "I can see on a daily basis what's selling and observe any trends, and of course each store manager gets all the daily, weekly and periodic reports they need too."

AURES Sango hardware

Speed of transaction processing

"There's always a lot going on. Our Pandora stores are very active and we get through an enormous quantity of stock," says Mark Warr. "With constant product look-ups and inter-store transfers, we

need powerful machines that can handle this level of data flow without any interruption to our high-volume POS processes. The Sango has proved itself ideal for this and our stores really put it to the test.”

Aesthetics

Pandora Concept stores offer a stylish setting, conducive to the selection of beautiful jewellery. Whilst EPoS hardware is generally not known for its aesthetic qualities, the Sango is remarkably good-looking. It makes a neat, clutter-free statement at the point-of-sale and can be single or dual-coloured. David Christopher’s choice of white matches the Pandora livery. “The Sangos look contemporary and fit in perfectly with the look and feel of our stores.”

Reliability

The Sangos deliver the performance, speed and reliability that David Christopher needs for its Pandora Concept stores. “They’re easy to use – they take no more than an hour to train on - and do just what Bransom told us they would do. They’re good all-round tills,” concludes Mark Warr.

www.davidchristopher.co.uk

About Bransom

Bransom is the jewellery trade’s preferred IT supplier. For 30+ years, it has specialised in computer systems for independent retail jewellers, meeting the retail, wholesale, point-of-sale and stock management needs of clients throughout the UK and beyond.

The Bransom Jewellery Stock Management system evolved from an industry commission and gained National Association of Goldsmiths (NAG) approval in 1983. Bransom continues to work closely with the trade and innovators to keep abreast of what is happening in the trade and to enable it to develop unique services to give its clients a competitive edge.

The company’s new bsmart2 system is the result of over 100 years of experience within the Bransom team combined with the expertise and co-operation of many jewellery clients.

Contact

Bransom Retail Systems Ltd
Suite 7 & 8 Amberside
Wood Lane
Hemel Hempstead
HP2 4TP

Tel: +44 (0) 1442 256445
Fax: +44 (0) 1442 217512
Web: www.bransom.co.uk