

## Jacobs the Jewellers improves business performance with Encore from Anagram Systems

### Summary

*Jacobs the Jewellers (Jacobs) has used Encore from Anagram Systems (Anagram) to manage its business for nearly ten years. The system was implemented to help Jacobs become more efficient by automating many long-established manual processes which were becoming increasingly time consuming. Encore has since been successfully used on a day-to-day basis for financial management, stock-control, sales processing and, most recently, to manage online sales and support ecommerce.*

### Company Background



Jacobs the Jewellers is a multi-award winning luxury independent jewellery and watch retailer based in Reading, Berkshire. Now in its third generation, the shop was established more than 65 years ago.

Jacobs specialises in diamond, precious and coloured gemstone jewellery, prestigious watch brands and associated services. These include repairs, valuation, engraving and purchasing services for jewels and gold. Jacobs regularly receives awards that recognise the outstanding quality of its products and services.

### Business challenge

Jacobs is well known for its commitment to providing exceptionally high level of customer services. Adam Jacobs, company owner and managing director, recognised that by automating time-consuming manual administration via a computerised system, his team would be able to spend more time looking after customers.

Finding a simple to use system that could be used to manage the business as a whole was essential. Adam recognised that deploying a single system (as opposed to multiple software solutions designed for different areas of the company), would improve the flow of information between everyone in his team.

### A fully integrated system

Having evaluated a number jewellery business management software systems, Adam Jacobs chose Encore from Anagram Systems. He was particularly impressed with the system's fully integrated functionality and the fact that it is an intuitive solution that is easy to use.

Encore is an Enterprise Resource Planning (ERP) system which brings together accounting, inventory, stock control and purchasing with sales and marketing. Industry specific features enable jewellers to manage repairs, appraisals, valuations and inventory tickets.

Anagram itself is a leading business management software provider with extensive experience of developing systems for jewellery sector companies including retailers, manufacturers and wholesalers.

Adam Jacobs comments: "We needed a comprehensive system that not only fulfilled our requirements from a retail management point of view but that was also easy to use. We wanted a solution that would very quickly make a difference to the business by reducing time spent on administration, improving our overall efficiency and productivity."

“We also wanted a system that could grow with us and support our use of ecommerce and web-sales as a route to market. The fact that Encore is a modular system that could be expanded in terms of features and functions as and when required was very important to us.”

Encore is available in three editions; Essentials, Premier and Premier Plus, providing retailers with different options to suit their needs and budgets. Many businesses – like Jacobs- begin with the Essentials edition and build on this as their business grows.

### **Key business benefits**

Encore’s Electronic Point of Sales (EPOS) functionality ensures all product sales are recorded quickly and accurately. Stock level records are automatically adjusted at the same time as a sale is processed. This eliminates the need for manual stock updates.

All sales are recorded in the system’s cashbook. Weekly, monthly and quarterly sales figures are included in management reports that form the basis for strategic decision making.

Adam and his team can record detailed information about every customer; their buying history, preferences and information about anniversaries and other special occasion which can be used for marketing purposes. Encore includes dedicated Customer Relationship Management (CRM) functionality designed to support marketing and communications.

Encore provides a full audit trail of information, including invoices, credit notes, contact lists and histories, and product availability. All information is immediately accessible to Adam and his team and there is no need to search through paper based records.

In recent years, Jacobs the Jewelers has adopted e-commerce and offers its products via the company’s website. Encore includes a web sales module that is fully integrated with Jacobs’ website. This automates online sales processes, stock adjustments and financial records.

Over the years, the team at Jacobs have benefitted from the expertise of Anagram’s helpdesk who are provide ongoing support and training.

Adam Jacobs comments: “The support we have received over the years has been excellent. Anagram’s support team have an in-depth knowledge of Encore and have helped us make the most of the system. The team are highly knowledgeable and really know what they are talking about.”

### **Planning for the future**

Jacobs will soon be deploying Encore’s jewelry and watch repairs module in order to develop and support this side of the business. This module will enable Adam and his team to maintain job sheets and lists, enquiries and reminders to manage all in-house and external repairs.

Adam concludes: “The module will enable us to record the details of all items brought in for repair and track them through every stage of the repair process. As a result, we will be able to provide a highly efficient service to our customers. We are confident that Encore will help us grow this particular business area as effectively as it has enabled us to manage sales, financial management and stock-control.