

# RAPNET® Case Study

## Diamond Brokers Queensland

### How an Australian jewelry retailer doubled its sales by using RapNet Instant Inventory



#### Challenge:

#### Being able to fulfill every client's diamond request

Based in Queensland, Australia, Diamond Brokers Queensland is a retailer of high-end jewelry with a focus on engagement rings that has been in the diamond business for over a decade.

For a long time, the Diamond Brokers Queensland team had relied on only five diamond suppliers, located both locally and overseas, for sourcing diamonds. This translated to a lot of emails and phone calls every day, and some occasional disappointment.

*"We constantly had to go back and forth between clients and suppliers,"* explains Adrian Lee, Diamond Brokers Queensland's Director and Principal Consultant. *"There were times when a customer would come in and request a diamond of specific color and clarity, and we would not be able to provide them with that specific diamond."*

Working with only five suppliers meant having access to a limited variety of diamonds, and made it very difficult for the company to remain competitive. In order for them to grow and stay competitive, they needed a trustworthy system that would increase their access to a far wider pool of diamonds at good prices.

#### Solution:

#### Access Thousands of RapNet Diamonds, With Simple Integration

Lee and his team did some research before choosing RapNet Instant Inventory. They were seeking a system that would not only connect them to a wider network of suppliers, but also one that they could trust not to include any fraudulent companies. The security aspect coupled with the large number of diamonds the system made available is what led the team to choose Instant Inventory.



After seamlessly integrating Instant Inventory into their website, now when clients show up with a specific diamond in mind, they can instantly perform a search and find exactly what they're looking for. ***"Right after signing up to Instant Inventory, a client came in searching for a 1.8 trillion cut diamond. This diamond is challenging to source locally and even overseas,"*** says Lee. ***"All we had to do was search on RapNet and we were able to find four or five options in a matter of minutes."***

*"Instant Inventory lets us show clients different diamond options, which is especially beneficial because clients usually shop around. We can easily compare diamonds, and answer any question the client might possibly ask through the information that's available in the search results."*



## **Result:** **Happy Customers and a Growing Business**

The ability to easily and quickly find specific diamonds from a number of credible suppliers was a game changer for Diamond Brokers Queensland. Even as diamond trends change, the team can remain confident in their ability to deliver what their clients demand because their inventory has grown exponentially.

Productivity has increased too. ***"Instant Inventory made everything easier. Our business is more efficient. We save two to three hours of work per client and we've shortened the time it takes to make a sale,"*** explains Lee. Speaking of sales, Lee notes that sales have increased "dramatically" since implementing RapNet Instant Inventory.




*"No retail store can carry every diamond possible that any client might request. Instant Inventory gives us that opportunity. It provides perfect insight into market prices and allows us to make the greatest offering to our clients."*

*Adrian Lee, Director and Principal*

More Diamonds. More Customers.

## **GO DIGITAL!**

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-  Increase sales
-  Grow your business

**Get Instant Inventory**

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