

Case Study: Pure Gold

Completion: In 2013

Solution: Pure Gold Jewellers is client of Xtreme Media Digital Signage Solution (Saas Model) for its 25 screens. Through this solution, Pure Gold showcase the jewellery in beautiful manner.



Background:

Founded in UAE, Pure Gold Jewellers is a famous name for its stunning gold & diamond jewellery designs. Pure Gold Jewellers with 100 store locations in middle east. It has successfully established itself as strong brand on a global map. they have variety of brands like Amara, Fiona, Bridal, Eternity, Solitare & more.

Pure Gold stores are one of the highly recognized name for the services they provide & classy store ambience. To add another gem in their crown, they decided to equip their stores with digital signage.

Challenge & Solution:

For any business, it is important to convert the footfalls into actual purchase decisions. For that to happen, every person walking inside the store should be in awe with the value offered by the store. To project store's positive illustration sales person should be able to present variety of jewellery designs. The major constrain here is, jewellery is

precious and security might be the issue. Digital signage helped PGJ to cross this hurdle by providing virtual view of the jewellery at the LED screens instead of actual jewellery.

XMPL delivered a software that empowered Pure Gold with centralized control over screens across PAN India locations. Content that to be broadcasted over the screens is pre-scheduled for all the screens installed, through central location & on real time basis. All the designs were made available at the tablets on counters with sales people. Many a time's keeping huge amount of jewelery becomes risky & at the same time, it increase the cost. Just in Time (JIT) is adopted but in more customized manner suitable to jewellery industry. If a jeweller keeps all designs in shop there is a chance that some designs might not be sold, the rule of inventory is applicable here. So instead of keeping large amount of inventory at a store they keep digital brochures and make available selected design in minimum buffer time. Another advantage is centralized control over designs, if some design is not available at store but still salesperson can show that design to customer in more dynamic way than just a brochure. If customer is ready to buy unavailable design store manager can easily order it from nearest PGJ branch.