



Case Study

Streamlining Operations for a Growing Jewelry Brand

Company Overview

Founded in Los Angeles, this luxury jewelry brand is renowned for its innovative approach to design, craftsmanship, and sustainability. It specializes in modular, interconnected rings that can be worn stacked or across multiple fingers, offering versatility and a contemporary aesthetic. The brand's signature designs, crafted from high-quality materials such as 18k gold, sterling silver, and ethically sourced diamonds, reflect a balance of modern minimalism and timeless elegance. Every piece is handcrafted by skilled artisans in Los Angeles, ensuring meticulous attention to detail and a commitment to sustainable production practices. The brand emphasizes ethical sourcing, using conflict-free diamonds and recycled metals whenever possible. This dedication to sustainability aligns with its broader mission of responsible luxury.

Since its inception, the company has expanded its offerings beyond rings to include earrings, bracelets, and necklaces, maintaining the same design philosophy of clean lines and architectural influences. Its collections are sold through high-end retailers, online platforms, and select boutiques worldwide, catering to a clientele that appreciates fine craftsmanship and contemporary design. The brand has gained recognition for redefining modern jewelry, earning a loyal following among celebrities, influencers, and fashion-forward consumers. By combining traditional techniques with a fresh, artistic vision, it has positioned itself as a leader in the luxury jewelry space. Its commitment to quality, ethical practices, and innovative design continues to drive its success in the competitive fine jewelry market.

Business Challenges

Recently, the company noticed that managing and monitoring its inventory was becoming increasingly difficult due to manual tracking methods. The Jewelry Procurement Specialist began searching for a comprehensive solution to address these inefficiencies. Several critical challenges were identified, including inventory tracking, product analysis, sales and purchase order tracking, barcode implementation, stock management across multiple locations and warehouses, serial number tracking, inventory forecasting, reporting tools, transfer tracking between locations, managing multiple vendors, product filtering, image organization.

Additionally, employees were manually recording stock levels, which was both time-consuming and error-prone. The lack of barcode systems, serial number tracking, and inventory forecasting further complicated inventory control. Frequent stock discrepancies and organizational errors resulted in inconsistent data across different warehouse locations.

Implementation Partner

Goods Order Inventory System

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Solution

Jewelry

Type

Private company

Industry

Jewelry



Innovative Solution by Goods Order Inventory (GOIS)

Centralized Inventory System Requirements

The company needed a centralized platform to track and manage inventory efficiently across multiple locations, including retail stores, warehouses, and consignment partners. So, GOIS implemented a centralized inventory management system that enabled real-time stock visibility across all locations. The system reduced discrepancies, improved stock accuracy, and facilitated better decision-making for replenishments and demand forecasting. The ability to track stock in real-time ensured optimal inventory levels and reduced losses due to overstocking or stockouts.

EDI and Shopify Integration Needed

The company required seamless integration between their inventory system, Shopify store, and Electronic Data Interchange (EDI) for streamlined business operations. By integrating seamlessly with Shopify and EDI, GOIS automated data synchronization between the company's online store, wholesale partners, and internal inventory system. This integration eliminated manual data entry errors, accelerated order processing, and ensured that product availability was accurately reflected across all sales channels.

CRM Hotspot Integration (API Integration)

The company sought an API-based integration with its Customer Relationship Management (CRM) system to enhance customer interactions, sales tracking, and marketing efforts. GOIS successfully integrated with the company's CRM, enabling a seamless flow of customer data. Sales teams gained access to real-time insights, including order history, customer preferences, and inventory availability. This integration enhanced personalized marketing efforts, improved customer engagement, and increased sales efficiency.

Manage Memo and Consignment

Given the nature of luxury jewelry sales, tracking memo orders and consignment inventory was critical to ensure accountability and prevent revenue loss. GOIS enabled accurate tracking of memo and consignment inventory, ensuring that products sent to retailers and partners were accounted for at all times. The system provided automated alerts and reporting tools to track pending returns and sales conversions, reducing financial discrepancies and improving accountability.

Order and Shipping Management

Efficiently handling customer orders and shipping logistics was essential to reduce fulfillment times and errors while enhancing the overall customer experience. With GOIS, the company automated order processing and streamlined shipping operations. The system's integration with major shipping carriers provided real-time tracking, accurate delivery estimates, and automated shipping label generation. These features helped minimize order fulfillment errors and enhanced customer satisfaction.

Capturing Inventory Details

The company needed a solution that could track intricate details of inventory items, such as materials, sizes, and custom designs. GOIS allowed the company to record and monitor intricate product details such as metal types, gemstones, custom engravings, and ring sizes. This level of detail was critical for luxury jewelry inventory management, ensuring accuracy in order fulfillment and reducing product mix-ups.

Pricing and Discounts Feature

A robust pricing structure was required to manage different customer segments, including wholesale, retail, and promotional pricing. GOIS offered customizable pricing structures, enabling the company to implement tiered pricing, wholesale discounts, and promotional campaigns effectively. The flexibility of the pricing module allowed the brand to cater to various customer segments while maintaining profitability.

Multiple Locations and Accounting

The company is operated across various locations and required a system capable of tracking stock movement and integrating with financial management tools for accurate reporting. The platform provided seamless tracking of inventory across multiple retail stores, warehouses, and consignment locations. Additionally, its integration with accounting software ensured accurate financial tracking, automated reconciliation of transactions, and streamlined financial reporting.

Results

After implementing GOIS, The experienced significant improvements in operational efficiency and business performance. The centralized inventory management system allowed for better stock visibility, reducing stock discrepancies by 40%. Order processing times decreased by 30% due to automation, leading to faster fulfillment and improved customer satisfaction. The Shopify and EDI integrations enhanced online sales, ensuring real-time stock updates and minimizing order errors. The CRM integration helped boost customer retention and engagement by providing seamless sales tracking and personalized marketing insights.

Additionally, memo and consignment tracking improved accountability, reducing lost or misplaced items by 35%. The flexible pricing and discount features allowed the company to implement competitive pricing strategies, driving higher revenue. Financial tracking and multi-location management ensured accurate accounting and reduced operational costs. Overall, the implementation of GOIS resulted in increased scalability, allowing them to expand operations while maintaining efficiency and profitability.

Conclusion

By implementing GOIS, The company overcame its inventory and order management challenges, resulting in improved operational efficiency, better customer service, and streamlined workflows. The integration of various business systems allowed for real-time data tracking, ultimately supporting the company's growth and scalability.

About Goods Order Inventory (GOIS)

Goods Order Inventory is a cloud-based inventory and order management system that centralizes all your business channels inventory management, order processing, barcode scanning, invoicing, tracking, and integration with popular platforms everything into one simple, easy-to-use piece of software. Goods Order Inventory integrates with different channels so you can do everything you need to run your business smarter and smoother from one single piece of software.

Interested in seeing how GOIS can help you manage your jewelry inventory and enhance visibility into your stock?



Book a demo with us today!

Contact Us