

CLARITY & SUCCESS

Online

Give your customers extra service with your own Online Shop!

# We are offline and online!

**Heather Shaw, Manager  
William & Julia Shaw Jewellers**

We took the decision to invest in an Online Shop for several reasons: primarily we wanted to target our existing customers who may be shopping online elsewhere, but also we felt we could reach out to new potential clients further afield than our local area. In addition to the obvious benefit as a 24-hour sales portal, we are also encouraged by positive feedback from our clients who use the Online Shop as a catalogue of our products before coming into the store to view the items they have seen on the website and make a final decision on their purchase. It seemed a natural progression from our existing

CLARITY & SUCCESS jeweller management software which has revolutionised the way we work in-store, and using the CLARITY & SUCCESS system allows us to have ultimate control over the products we choose to display online. This is why we chose CLARITY & SUCCESS to create our e-commerce store.

[www.wjshawjewellers.com](http://www.wjshawjewellers.com)



**Allison and Michael Aldridge-  
Neil & Barker Widnes  
Pandora St Helens  
TiSento Trafford Centre**

Following the introduction of CLARITY & SUCCESS to our business, Neil & Barker in 2003, we then used CLARITY & SUCCESS for our Pandora store in St Helens, followed last year 2013 by installing it into our flag ship Ti Sento store in the Trafford Centre Manchester. Within the software we were aware that another facility existed to link our stock control system to our Web Site. In 2011 we integrated both systems via CLARITY & SUCCESS and today we have a modern, user friendly web site which if managed properly will never let you sell something you haven't got. It's easy to use and with a click of the mouse products are sent from your stock control system straight on to the web site.

[www.neilandbarker.co.uk](http://www.neilandbarker.co.uk)  
[www.tsjewellerymanchester.co.uk](http://www.tsjewellerymanchester.co.uk)



# Your Online-Shop!

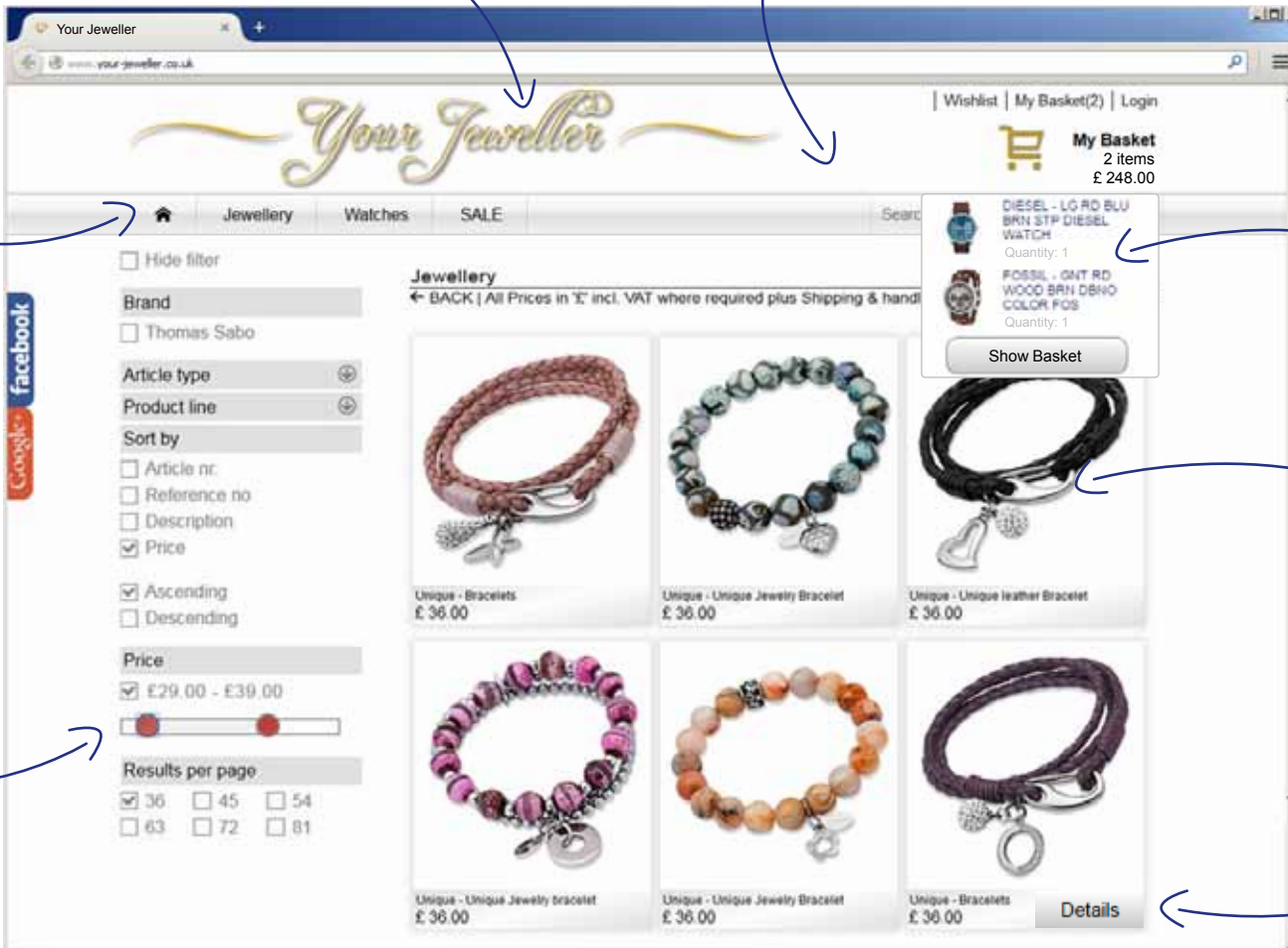
Your Colour



Your Logo



to Homepage



Social networks

Sophisticated search

Basket

Online Shop articles

more details

## The Offline-Online principle

Offline or Online? That is the question! More and more jewellers answer „Both“ - to sell from the business premises and also from the internet is modern thinking. Online stores open new markets, especially to those customers who have less and less time and inclination to go at predetermined times to the crush of inner cities. What many do not know is that the way to the store on the Internet is made easier thanks to the combination of jewellery management software and online shop from specialists such as Clarity & Success.

Whenever Karen Russell, managing director of CLARITY & SUCCESS Software, visits jewellery trade shows, she sees the same picture everywhere. „Is it a concern to main street jewellers that there are more and more online retailers? Absolutely,“ says Karen. And she should know as her company is the specialist provider to the retail jewellery industry of software management control and point-of-sale systems, with thousands of retail jewellery customers. „Tomorrow’s business can also be done on the internet.“ The aim of the jeweller must be to extend his store presentations as a prolonged showcase, to be considered by those viewing from a couch at home any time after store closing.

It has long been recognized that the potential in CLARITY & SUCCESS has evolved from being a pure provider of software management systems to become specialists for all the needs of the jeweller. First, with high quality and functional point-of-sale systems, small

table photo studio for digital jewellery and watch images, later also with professional online shop for jewellers. The secret lies in the combination of stock management software for the retail shop and the online shop. „Those who already manage their products in the store using our software, can get from the real stock to the online store with one click,“ says Karen. „If an article is sold in the retail shop, this is automatically no longer available in the online shop - and vice versa. Therefore a double administration is not necessary“, explains Karen, this is the principle of live-stock-control.

A large number of jewellers can be reluctant to have an online shop and this is mostly due to the fear of losing control. Senior generation jewellers, not familiar with the digital era, are shy to step into an online business. „What the farmer does not grow, he does not eat. But if you are hungry, you should change your habits“, says Karen. Her recipe is a simple but comprehensive online shop system that can be set up in a few days, is easy to maintain by anyone and can be customized. The establishment of an online shop costs less than £1,000. The jeweller gets an individual design adapted to his own identity.



Karen Russell, Managing Director  
of Clarity & Success Software Ltd.



Karen Russell knows what's important: „That any jeweller without previous knowledge can, in a few clicks, integrate new products on-line. These can be priced as desired and can combine with the latest news of the retail store on the home page.“ Content Management System say the experts or CMS for short. The basic configuration of an online shop from CLARITY & SUCCESS includes secure payment functions such as PayPal or the integration of social networks like Twitter or Facebook. Therefore, virtual customers can share their

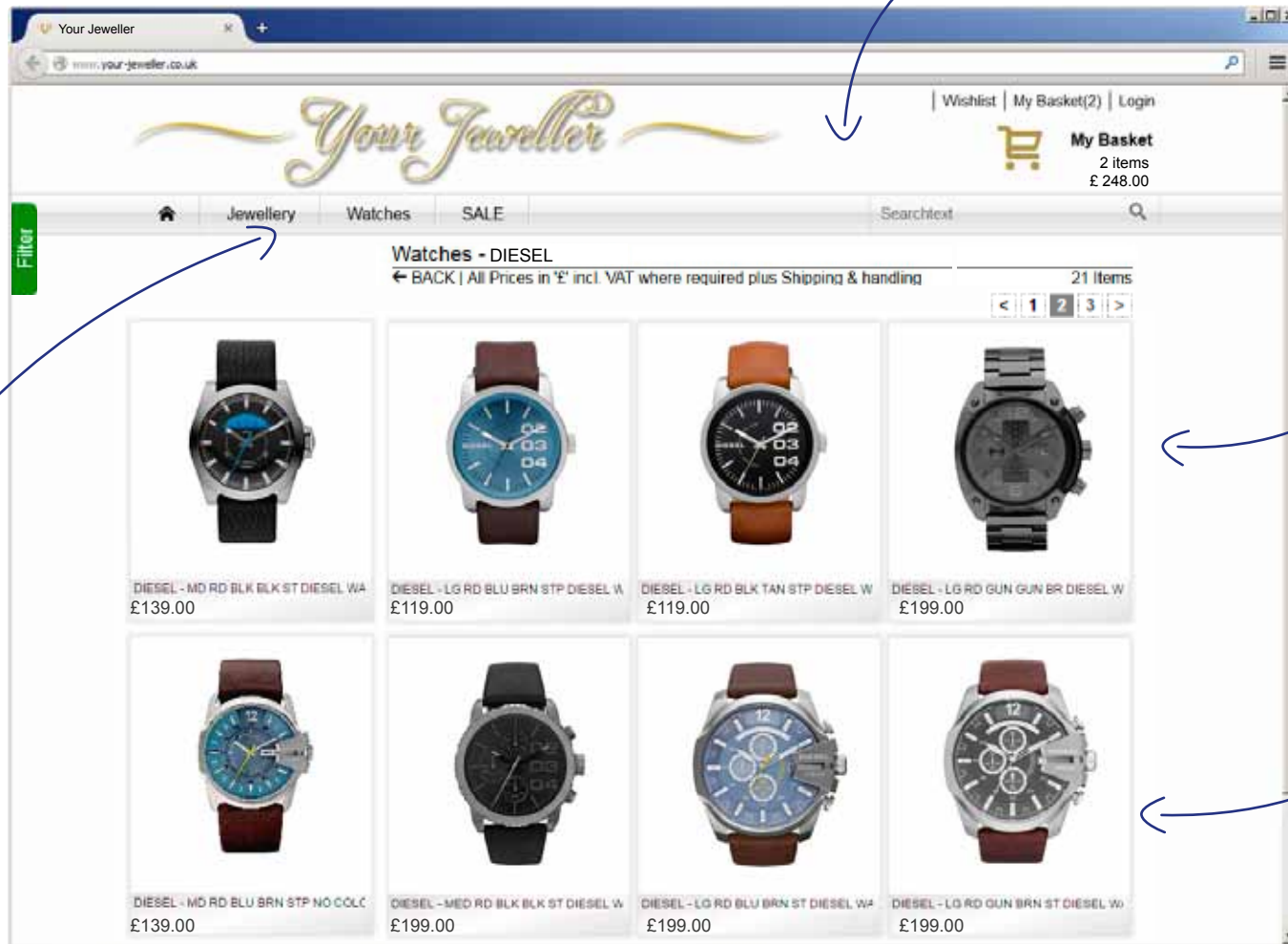
preferences and purchases with friend via social media. As well as the usual sales functions there are also options for redeeming vouchers or reserving jewellery items to collect personally from the retail shop at a later date. „And that's the target, the combination of offline and online“, says Karen. „Having a good online shop will not only ensure internet savvy people can receive their desired jewellery to their homes, it also brings new potential in store thus ensuring new and continued customer relationships.“

# The 1x1 for your Online-Shop!



# Your range is now Online!

Live stock comparison with your store or other branches



Hide filter to see more items

Intuitive navigation

Modern design

Products directly from your retail stock control software

# The Online article in detail!

■ ■ ■ Availability

Basket

Wishlist - mark and compare with other articles

Reserve and collect in the retail shop

Additional images

Image size function

Add to basket

Share this article with your friends on social networks

Detailed product information

Wishlist | My Basket(2) | Login

My Basket  
2 items  
£ 248.00

FOSSIL - GNT RD WOOD BRN DBNO COLOR FOS

£ 129.00  
incl. 20% VAT

Immediately available

Free Shipping  
For delivery within Great Britain

Add to wishlist

Reserve

Show Basket

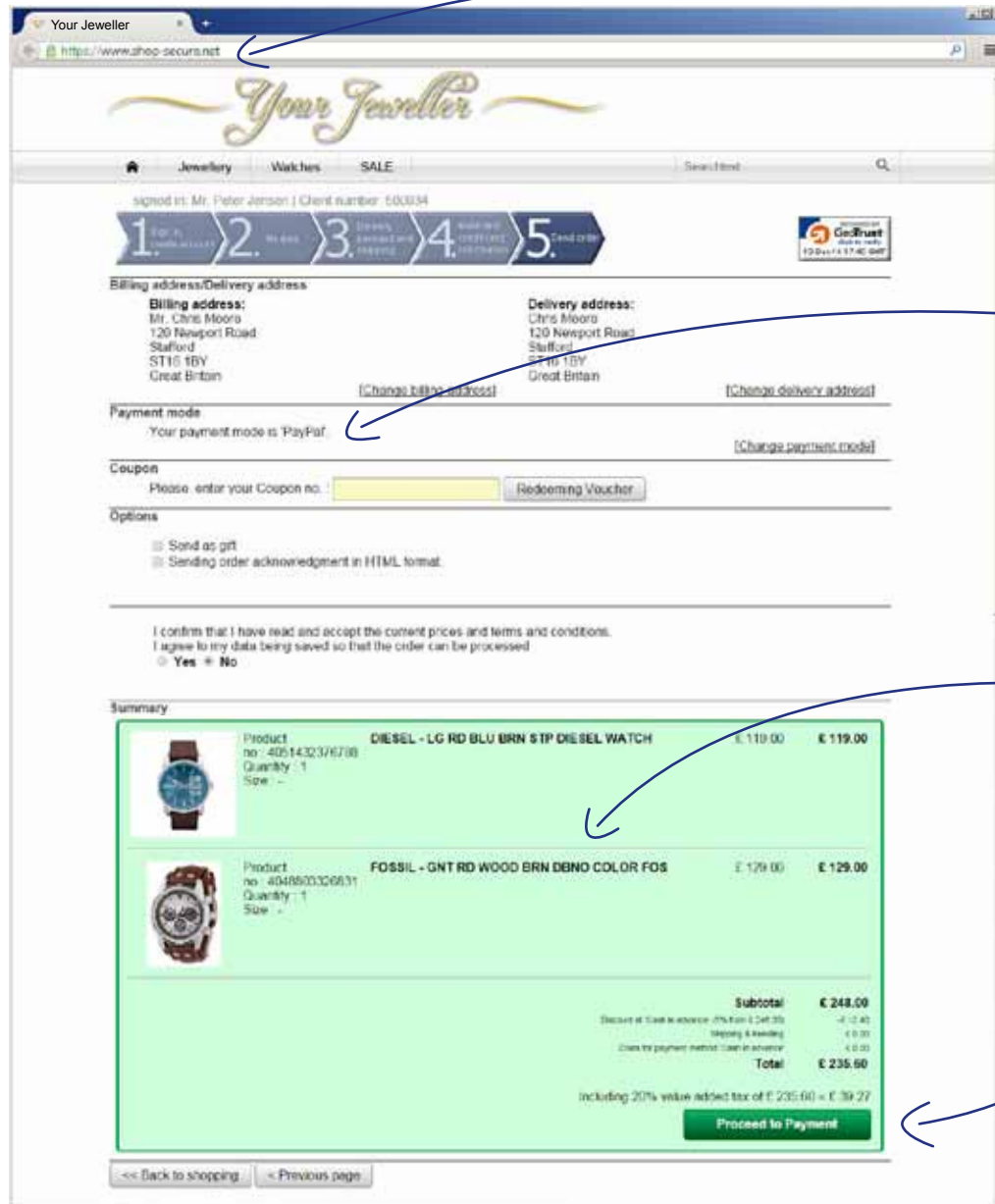
Special Instructions

Put product in basket

Description/Details		Shipping & handling	
Product nr. 4048803326831	Reference no CH2565	Case style Round	Case material Stainless steel
Glass type Mineral glass	Watchstrap brown leather	Kind of watch face Marks	Color of watch face silver
Clockwork quartz	Watertight 5 bar*	Second hand Yes	



# Secure Online Payment!



Secure SSL-encryption

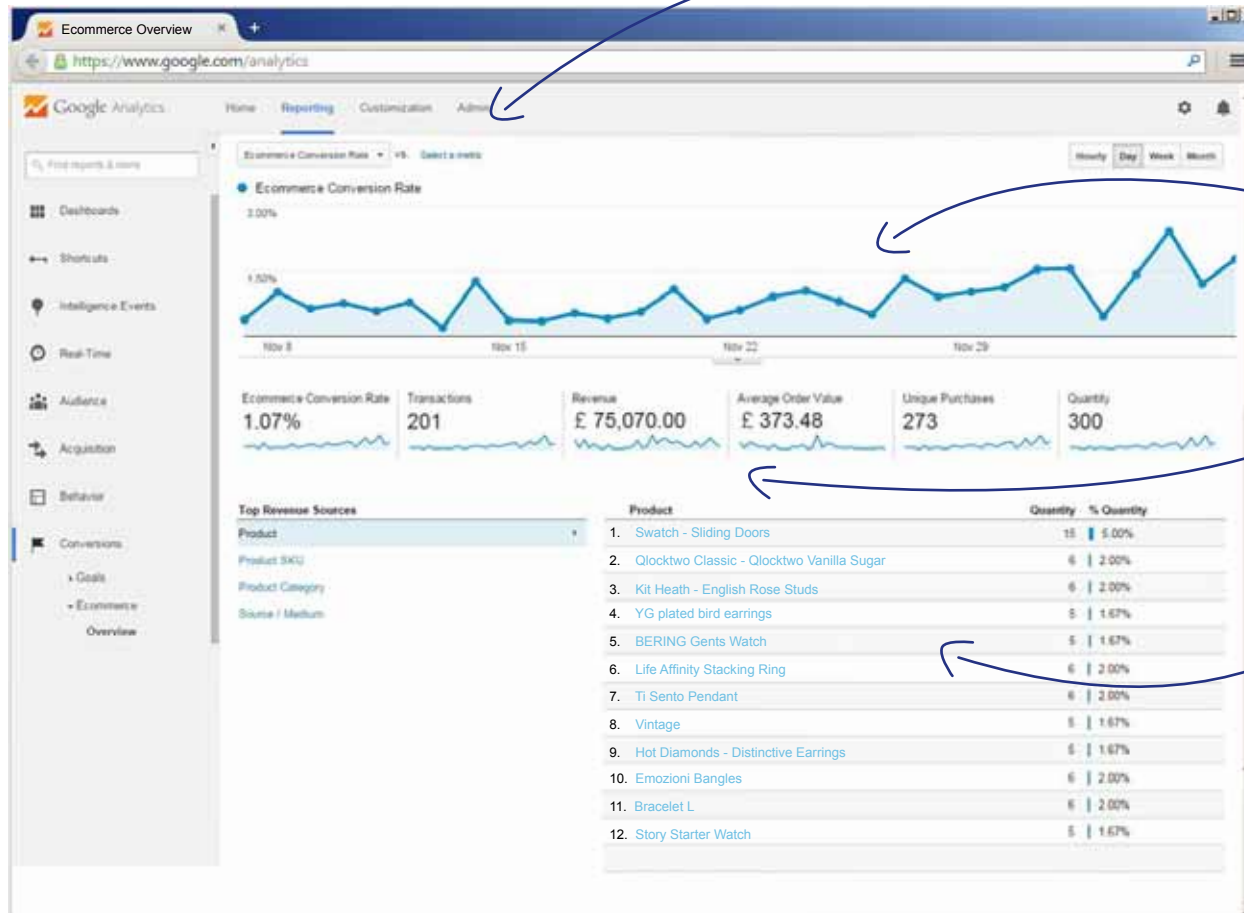
Payment:  
Vouchers, PayPal, Maestro,  
Instant bank transfer, credit card,  
Debit payment, cash on delivery

Review of order before  
purchase confirmation

Buy !

# Make your online customers visible! View and control your success.

Google Analysis Statistics



- Buyers at your Online store
- Visitors to your Online store
- What is the sales conversion against visitor numbers?

Your Online sales

Your bestsellers

We support you with setting up Google Ad Words campaigns.

## Interested ?

Then please contact us today.  
We will be pleased to help you.

UK contact details:

Tel: +44 1785 25557

E-Mail: [uk.sales@clarity-success.com](mailto:uk.sales@clarity-success.com)



**Karen Russell**

Managing Director, UK  
Sales

[karen@clarity-success.com](mailto:karen@clarity-success.com)

Tel: +44 1785 255557

Mob: +44 7791 900621



**Adele Edwards**

Sales

[adele@clarity-success.com](mailto:adele@clarity-success.com)

Tel: +44 1785 255557

The CLARITY & SUCCESS online store can only be used with the CLARITY & SUCCESS retail jewellery software system.

**Basic Setup of Online Shop**

On request is included the setting up Google Analytics\*, Google AdWords\*, or Google Merchant Center\*.

\*This is an additional cost directly by Google.

**Monthly fee for the Online Shop**

for support, updates, storage, live stock

**Online Shop Training**

4 hours via phone and remote connection to your PC

**Optional for branch stores:**

Would you like your stores and their items included on the Online Shop?

One-time activation per branch

Monthly fee per branch

**Optional services:**

Search and booking your Internet address

e.g. [www.yourname.uk.com](http://www.yourname.uk.com)

**Creating and setting up your e-mail address (in Outlook)**

e.g. [shop@yourname.co.uk](mailto:shop@yourname.co.uk), [service@yourname.co.uk](mailto:service@yourname.co.uk)

total of 5 email addresses with 1GB memory each.

**Additional pages on your website / per page**

e.g. our branches, repairs workshop, services.

£975 One-off cost

£120 monthly

£250 One-off cost

£60 One-off cost  
£30 monthly

£150 One-off cost  
£3 monthly

£100 One-off cost  
£5 monthly

£120 One-off cost

All prices plus VAT for sales within The United Kingdom.

For examples of Online Shops developed by CLARITY & SUCCESS please visit our website:  
[www.clarity-success.com/en/potential\\_customer/products/online\\_shop/onlineshop\\_examples](http://www.clarity-success.com/en/potential_customer/products/online_shop/onlineshop_examples)

“Would you like the benefits  
of a **CLARITY & SUCCESS** Online Shop?  
We are happy to help!”



CLARITY & SUCCESS Software Ltd.  
The White House, The Hollies  
120 Newport Road  
Stafford ST16 1BY  
United Kingdom

Tel. Main: +44 1785 255 557  
E-Mail: [uk.sales@clarity-success.com](mailto:uk.sales@clarity-success.com)  
[www.clarity-success.com](http://www.clarity-success.com)

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