Gems of Innovation: Unveiling the Tech Revolution in Jewelry Wholesale

A Mainstream Technologies Case Study

Background

Wilkerson and Associates, a 50+ year old jewelry wholesaler in Arkansas, faced operational challenges with their existing Traveling Jewelry Rep (TJR) web application. The outdated technology limited device compatibility and reporting capabilities, and resulted in inefficient workflows. Store representatives were burdened with manual processes and reporting discrepancies that led to increased communication with the home office creating a strain on the day-to-day process.

Challenge

Before the custom software project, Wilkerson and Associates encountered several challenges. The TJR web application only captured sales transactions processed by store reps, excluding items processed/shipped from the home office and trade show sales. The lack of integration between the in-house reporting system and the web application necessitated frequent calls and emails to the home office for critical information. The existing workflow also required reps to carry bulky laptops, plug-in scanners, and printers, leading to errors, inefficiencies, and a cumbersome customer experience.

Solution

Mainstream Technologies successfully transformed Wilkerson and Associates' operations through a comprehensive software project. A pivotal improvement involved the check-in process, introducing the "Receive All" feature at any point, providing unprecedented flexibility. This update enabled the sale of items even before formal inventory check-in, a departure from the previous rigid system. The implementation also included robust reporting capabilities, facilitating in-depth analysis of popular items and customer trends by integrating in-house and trade show sales data. Device compatibility was upgraded, allowing the use of any digital device and enabling reps to email receipts, reducing hardware costs and enhancing mobility. Workflow enhancements eliminated the need for printers, streamlining the sales process, and allowing changes to payment terms post-entry, reducing order cancellations. The transition from laptops to lightweight tablets and Bluetooth scanners reduced errors, while the introduction of the "Past Due Customer" report streamlined collection efforts. Advanced reporting supported strategic decision-making, improving inventory management, and increasing production.

Conclusion

Mainstream Technologies' collaboration with Wilkerson and Associates resulted in a successful custom software project, significantly improving operational efficiency, decision-making processes, and customer satisfaction. The new TJR web application not only addressed the existing challenges but also provided a platform for future growth and innovation within the jewelry wholesale industry.

Organization Profile

Wilkerson and Associates, a 50+ year-old jewelry wholesaler.

Industry

Retail Wholesale

Region

Arkansas, USA

Success Metrics

- Drastic reduction in time spent on reporting and order processing.
- Enhanced reporting capabilities led to better inventory management.
- More strategic buying decisions, eliminating costly errors.