



# CASE STUDY: MEYERS JEWELERS OF COLUMBUS, OHIO SINCE 1966

Meyers Jewelers in Columbus, Ohio, has been a family owned business serving the area since 1966. Their success over the years has been partially due to their focus on providing the finest pieces of jewelry and remaining experts in the industry. They pride themselves on their highly-trained staff who can educate customers and make recommendations. In fact, Meyers Jewelers has had such success that they are one of the leading bridal stores in the Midwest.

## CHALLENGES FACED

The rise of ecommerce diamond websites such as James Allen and Blue Nile began affecting Meyers' clientele. Customers could use these websites to see details of individual diamonds on demand and were willing to skip the retail store experience in favor of an all-digital diamond purchase. Meyers Jewelers needed a way to offer similar technology while still being able to differentiate themselves as a brick and mortar store filled with experts.

By implementing the tools offered through GN Diamond, Meyers began connecting customers and diamonds through life experience. The easy and intuitive Sarine Technology tools made it easy for Meyers' customers to learn more about

diamonds and look at individual inclusions and other unique characteristics. The ability to explore an inventory of diamonds without speaking to a salesperson gave customers more control over their buying experience than ever before.

## END RESULTS

Adding these tools enabled the jewelry store to meet the changing needs of their customers and offer services on par with an internet-only storefront.

However, unlike Big Box stores or digital inventory competitors, Meyers was able to stand behind that technology with over 200 years of combined jewelry store experience in-shop.

As a result, Meyers has sold more diamonds and regained a portion of the market share that would have otherwise gone to companies like Blue Nile. Customers who come into the store are more likely to have done online research before coming into the store. This means that customers are more qualified to make a purchase and have a better idea of what they are looking for.