

# GN HAS SOLUTIONS FOR YOUR PRESSING CUSTOMER PAINS

GN conducts focus groups and surveys as part of an ongoing process to offer the most cutting edge solutions to our retail partners. We understand that jewelry stores today have a need to distinguish themselves against not only Big Box competitors, but also internet giants who claim to make diamond-buying cheap and easy.

**Our exclusive diamond stories give customers a more personal encounter with each diamond.**

Virtual reality helps them feel connected to the process that makes the diamonds so beautiful. 3D imaging and authentication make buyer education easy. This technology helps explain why two GSI1 1 ct diamonds are not the same, and why certain diamonds are brighter than others.

Using Sarine Technology as part of their sales presentation has helped our retail partners:

- Increase Diamond Sales By 15%
- Simplify Highlighting A Diamond's Inclusions
- Increase Consumer Confidence



## CUSTOMERS ARE NERVOUS ABOUT JEWELRY SALES

Potential customers have a very low tolerance for risk. That is to say, people coming into your shop already believe that you might try to rip them off. Most customers lack experience buying jewelry and don't really understand the value of a diamond, which translates to you spending half the sale defending the price. Offering life experience tools like virtual reality gives customers a more robust understanding of what goes into making a diamond perfect.

## CUSTOMERS LACK PROPER JEWELRY EDUCATION

A customer might not understand which rating is preferred or might be unable to tell one diamond from another. Customers want to be told which diamonds are good, but they don't trust the information you share if it feels like a sales pitch. Our extensive database of diamonds and our exclusive "diamond story" make it easy to understand each diamond's unique specifications without giving the customers a "sales" feel.

## CUSTOMERS WON'T USE A DIAMOND LOUPE

To the layperson, a loupe is an intimidating instrument. Our 3D imaging creates a virtual loupe that customers can use in a way that is more intuitive to the average person. Offering this service helps customers feel more engaged with the diamonds they are inspecting, and closer to the diamond they ultimately purchase.