

White Paper: Jewellery Industry

The Potential: Market Survey Reports (By: AT Kearney & World Gold Council - 2013)

- the Indian domestic gems and Jewellery industry had a market size of INR 251,000 Cr in 2013, with a potential to grow to INR 500,000-530,000 Cr by 2018
- In the last decade, 75 per cent of gold demand in India has taken the form of Jewellery. More than two-thirds of that demand comes from the country's rural population
- Society—weddings generate approximately 50 per cent of annual gold demand.
- Over the next decade, there are likely to be 15 million weddings per year in India, where more than half of the population is under 25.
- Since the early 1990s, urban Indian women have been adopting contemporary designs for everyday use and wear.
- Younger, more affluent Indian consumers want pieces of Jewellery that expresses their new identity.

In continuance there is huge potential for growth in Jewellery industry in next decade. As a part of sustainability and growth strategy, jewelers want to scale new heights in their business domain, resulting in fierce competition amongst jewelers.—There is not much differentiation in today's emotional metal "GOLD" as a commodity, it has, not much of differentiation in products, price, availability of design (online & offline) and brand loyalty.

The challenges

- Each jeweler wants to differentiate oneself from the others'
- Change in taste and buying pattern in new generation
- Traditional vs contemporary styles
- Smooth passing of baton of business reins from one generation to the next
- Horizontal and vertical growth by reaching out customers by means of multi-showroom concept
- Systematic and organic growth
- Consistent brand representation by showroom
- Cultural inheritance and Showroom monitoring and controls mechanism

The Understanding:

It's high time for Jewelers' understand whether they;

- Are meeting Customer expectations
- Are delivering experience as per service strategy
- Are listening to their own brand ambassadors (Employees, Vendors, Showrooms, Influencers)

- Are addressing Customer Emotions
- have appropriate ecosystem to gauge and support the Customer Expectation

The Solution:

CEM BRAND capita will facilitate Jewelers' in;

- Identifying the most important values that drive your target customers' loyalty and advocacy
- Understanding whether you meet their perceived expectations
- Designing and deploying a customer experience process framework
- Developing an action plan to address any issues that are highlighted during assessment
- Institutionalizing the Customer Experience Management (CEM) program by engaging employees at all levels
- Creating an executing roadmap
- Identifying gaps with continuous monitoring and harmonize technology and processes there by taking the jewelers to higher in CEM maturity level

Effective Customer Experience Management (CEM) leads to MERRY CUSTOMERS, by providing a consistent good experience to your customers at the first time and every time. This requires your people and processes to be mature and aligned to emotionally connect with your customers. CEM will thus lead to strong BRAND EQUITY, with immense business benefits resulting in top and bottom line growth.

About us:

Our Vision:

“To be a most preferred partner for all our customers' in Managing their Customer Experience Management (CEM) Program”

Our Mission is to:

- Provide one-stop solutions for customers' CEM Program
- Build mutually beneficial relationship with all our stakeholders

We will achieve this by:

- Provide solution and service, which will help our customers' “Merry” their customers
- Provide innovative solutions and services
- Facilitate & foster process driven culture

Visit us at www.brandcapita.com and write to us info@brandcapita.com