

# Building a Better Customer Experience through Technology

New York--At the recent JCK Las Vegas show, technology to assist jewelers in improving the customer experience was on display at many booths. Why? Technology feeds consumers' desire to be engaged, entertained and educated.

This year's winner of the JCK Think Tank, the Joseph Asher Diamond Selling Solution kiosk contains a selection of five jewelry essentials that form the foundation of a woman's diamond jewelry wardrobe. The kiosk was pitched as a way to relieve the stress that men feel when shopping for diamond jewelry for women. A computer screen within the kiosk guides men through incremental steps that help them identify their budgets and compare what different prices will get them in terms of diamond size and style.

Though the concept of making things simple for male buyers might not be new, the presentation and total package is, creating excitement in store. To learn more about the Joseph Asher Collection, visit: [www.josephasherjewelry.com](http://www.josephasherjewelry.com)

\*\*\* This article is not presented in its entirety, if you would like to read the complete article, click on:  
<http://www.nationaljeweler.com/independents/trade-shows/5637-building-a-better-customer-experience-through-technology>

