



How Kounteq helped Lily Charmed **Optimise** their online and physical sales

Jewellery Makers

Project
Overview

📍 Worldwide

🛒 B2C, D2C

⚙️ Implementation
Integration
Training

🕒 3 Months

Who are LilyCharmed ?

LilyCharmed is a Jewellery Maker in the UK, that uses recycled silver to make new creative jewellery pieces.

With 10 years in the business they were now looking to automate and scale up their operations to make, their physical sales and online sales more efficient.

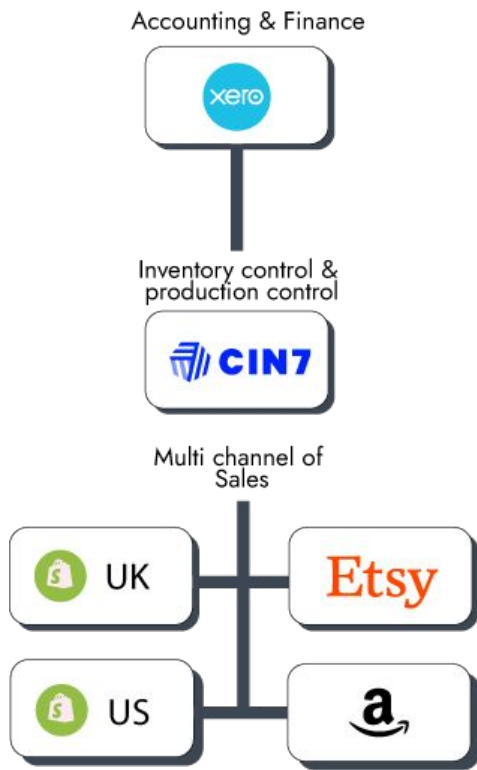


“ CIN7 did not take the time to understand our business needs during setup. Manzer really spent the time and has tried to tailor CIN7 to our business, he is still working with CIN7 to try and fix bugs and set up reports correctly. ”

Lucy, founder and CEO of Lilycharmed

Lily Charmed's Problem

- They wanted to scale up and had chosen a software and used the onboarding system of the app they chose
- The onboarding was not nearly enough time for fully implementing everything
- Faulty reporting because of previous bugs not fixed.



The impact

They are more confident when Lucy looks at their reports they have the correct data flowing through from both physical and online sales in an efficient way

- No stress about technical complexities
- Access/ report data from anywhere
- Real-time visibility of accounts
- Enhanced consumer experience
- Reduced operational costs
- Confidence in decision making

How Kounteq helped

Manzer (Kounteq COO) took the time to look through the business first.

Looking through the workflows that Lily Charmed already had and implemented Cin7 to this workflow.

Manzer then fully implemented the software and stayed with Lily charmed with testing, onboarding and further support after going live.

“

We are glad to have found Kounteq and Manzer, to help us implement Cin7

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