



Shenoa & Company's Valentine's Day Success...Has Cupid Hitting The Bull's-Eye!

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The online diamond wholesaler Shenoa & Company maximized their upgrades in technology, procedures and staff to enjoy the most successful Valentine's Day ever.

PR9.NET February 19, 2008 - New York, NY – Shenoa & Company is reaping the rewards of a very successful Valentine's Day! Several weeks back, we reported that Shenoa & Company was making some sweeping changes in the way they handle business. "We have always had a strong understanding of what our clients want and work tirelessly to provide 100% Customer Satisfaction!" explains Scott Cowan, COO of Shenoa & Company.

By implementing cutting edge technology, industry leading best practices and a passion for 100% customer satisfaction, Shenoa and Company is enjoying the fruits of their labor. As with anything new, team Shenoa has been able to minimize their learning curve by monitoring, adjusting and optimizing their efforts as it relates to customer service, fulfillment and operations.

"Valentine's Day and the days leading up to this romantic holiday, was a true test of bringing all the different touch points together, creating a seamless and enjoyable experience for all of our valued customers!" proclaims Blane Perun, VP of Online Marketing. Valentine's Day provided a big jump in the sales of Diamond Pendants, Engagement Rings, Diamond Rings, Earrings, bracelets and Round Diamond Hearts. This surge in sales was a welcome call to action for the entire staff of Shenoa and Company. The record setting Valentine's Day sales will be a benchmark that team Shenoa will use to navigate and succeed in the competitive landscape of online jewelry sales. "One of the biggest contributors to our strong sales is our commitment to testing, optimizing and building in redundancies that thwart the daily challenges and issues that stand in the way of our continued success!" Quotes Blane Perun, VP of Online Marketing.

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About Shenoa&Company

Founded in 1980, SHENOA & CO. is one of the fastest growing online retailers of certified diamonds and fine jewelry. SHENOA & CO. Online is built on a simple idea: purchasing quality diamond jewelry does not have to be an expensive event. www.shenodiamonds.com

Phone: 866-743-9268
Website: <http://www.shenodiamonds.com>
E-Mail: m.quinn@keesie-interactive.com
Address: Shenoa & Company
21 West 46th Street
New York, NY 10036