



Shenoa & Company Pushes the Envelope with Great Selection and Service

Shenoa&Company, April 16, 2008

URL: <http://www.pr9.net/business/ecommerce/7871april.html>

Online diamond wholesaler Shenoa & Company is pulling out all the stops in their pursuit to become one of the leaders in the online jewelry industry.

PR9.NET April 16, 2008 - New York, NY - Shenoa & Company is working overtime to build relationships with vendors to provide the best jewelry to their customers. Shenoa and Company has been passionate about providing their clients with "100% Customer Satisfaction." Team Shenoa has spent the last year creating and initiating the blue print for their success. As mentioned, we need to note the fact that this is a cumulative effort. "We have always been proactive with our efforts to build and allow our business to grow rapidly, while setting up internal procedures and practices to handle this growth" quotes Scott Cowan, COO of Shenoa & Company. One of the best practices that team Shenoa has used effectively is their ongoing training of their sales staff. The team members of Shenoa and Company literally come from all walks of life. Some of the sales team have come from a very diverse background but are united by the practices, teachings and industry methodologies they receive from their management team. By developing a learning and mentoring environment for the sales team and coupling that with leading edge technology to deliver an effortless, enjoyable experience to their customers.

The tech team at Shenoa & Company has been working overtime to handle all the back office technologies that allows the website to run with industry leading uptime. Think about it, have you ever encountered a situation when you are shopping for an item and the speed of the site slows to a crawl and fails to load the picture of that beautiful diamond engagement ring that you have been researching for your future bride. Industry standards suggest that the load time should be instantaneous so that the buyer does not abandon their shopping cart. "Shopping cart abandonment" could be the scariest 3 words in any type of online business. One of the things that people need to understand or at least in the case of Shenoa & Company is that there is a team of technical experts that are literally on call to be able to respond when the alarm or in this case the link, page or site is not functioning correctly. I could ramble on about all the problems that can and do gone wrong in the simplest of sites. A site like Shenoa Diamonds has so many moving parts that it is imperative that you have a team with years of experience to cure whatever challenge is presented before them.

Shenoa and Company is very familiar with the "mining process". The mining process that has given them the most success, may not be just be the diamonds in their inventory but the analysis and interpretation of the data that they collect from their website and clients. "Strong analytics is the cornerstone to our success," exclaims Blane Perun, VP of Online Marketing. Shenoa and Company has forged a powerful partnership with a group of vendors that are providing cutting technology to allow their team to track, manage and interpret the metrics. It takes a very skilled analyst to understand and quantify the data available.

###

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.shenoadiamonds.com

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