

Northeastern Fine Jewelry

Northeastern Fine Jewelry's Albany Showroom Renovation Praised for Engaging, Customer-Centric Design

The makeover was recently featured in INSTORE Magazine as one that elevated every aspect of the store, allowing customers to thoroughly enjoy the time they spend shopping for designer jewelry and luxury watches.

NEW YORK, February 5, 2019 (Newswire.com) - Last month, Northeastern Fine Jewelry's [Albany](#) showroom was featured on INSTORE Magazine as the model for designing a showroom with the customer in mind.



The location's new look, which was updated in 2017, took hours of research, education, and planning by Gregg Kelly, the vice president of the company. In addition to studying the look and feel of other successful jewelry stores all over the world, Kelly investigated all of the aspects that affect customer experience and decision-making -- even going so far as to take a class on consumer behavior with bestselling author and neuroscientist Robert Cooper.

"We try to redo the stores every 10 years, and some stuff was falling apart," said Kelly in the article. "When a customer visits a few times a year, we want to re-engage them and give them a new environment, a new experience."

All of that time and effort has certainly paid off, as the Albany showroom reported a 15 percent increase in sales in the first year after the renovations were completed.

Today, the store boasts a staggering 5,000 square feet of space for the company's jewelry showcases and shop-in-shops, a brand new floor plan and patio lounge, as well as an updated interior and parking lot. These changes help give customers a cohesive and inviting experience from the moment they pull into the lot until the moment they leave.

Although Kelly's intentions are to completely renovate his stores every ten years, the customer-centric experience at this location will delight new and returning clients in the meantime.

To learn more about the renovations made in NEFJ's Albany showroom, read the article published in [INSTORE Magazine](#). Get in touch with [Northeastern Fine Jewelry](#) by calling 1-855-795-NEFJ or by emailing info@nefj.com.

About Northeastern Fine Jewelry

Established in 1980, Northeastern Fine Jewelry is the source in the greater Capital Region area for designer [engagement rings](#), [wedding bands](#), fashion jewelry, luxury Swiss-made [timepieces](#), and GIA-certified loose diamonds. Located in Schenectady, Albany, and now Glens Falls, New York, Northeastern Fine Jewelry extends a number of fine jewelry services including full-service jewelry and timepiece repairs, custom jewelry design services, as well as professional appraisal services done entirely on-site.

For more information on the sales, promotions, events, and products available at Northeastern Fine Jewelry, please visit NEFJ.com, call 1-855-795-NEFJ, or visit either of their Schenectady, Glen Falls, or Albany, New York showrooms today.

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