

New York Times Article Dubs Whiteflash Tops at Making 'I Do's' Easy

HOUSTON, Texas, July 19, 2011 (SEND2PRESS NEWSWIRE) – Prominently featured in The New York Times Small Business section article (June 15, 2011), “Connecting With Clients Through the Power of Tech,” Whiteflash has yet another reason to boast about cornering the market on bringing superior quality [loose diamonds](#) and [engagement rings](#) to consumers and winning over tough critics in the process.

Known for being one of the most revered and toughest news sources to crack, The New York Times carries its own element of branding cachet and esteem that few brands have the honor of being affiliated with. So when Whiteflash, a Houston based fine jewelry retailer, is called out with a feature story in their publication, it's hard not to sit up and take notice.

What Was the Buzz About?

Whiteflash has perfected connecting without the physical connection-to put it in short form. The June 15 article focused on five unrelated small businesses who have solved the dilemma of making customer service high tech, minus the high stress. Almost half of the article is devoted to dissecting Whiteflash's superlative approach to meeting their, predominantly male, customer's every service need in a convenient and efficient manner. The approach that specifically caught the publication's attention was the brand's advanced technology platform which utilizes many interactive zoom and personalized chat touch-points.

These enhancements converge to make the virtual customer feel like they're face-to-face with their jeweler and act as somewhat of a personal concierge for recommending other items that might be of interest to that customer. The ability to inspect every angle and aspect of an engagement ring, as if holding it in your hand, removes any apprehension of not knowing what you are buying.

Powered by the software provider Bold Chat, visitors to the site are able to easily engage with extremely knowledgeable customer service specialists who are driven by personalizing the sale process as opposed to speeding it up. The real-time chat feature adds to the comfort and credibility of the entire online sales process. Let's face it, making a sizable jewelry purchase is a process that shouldn't be rushed and sometime requires an on the spot education in diamond buying for the client. Customizable search options interfaced with the build your own ring feature can activate a buyer's desire for creating a personal one-of-a-kind design.

Additionally, if it's an education the buyer needs, Whiteflash's entire site is dedicated to educating the customer about the scientific properties, performance expectations and necessary attributes of diamonds. They also offer one of the most sought after premium diamonds, A CUT ABOVE®, in the marketplace today. By delivering first-rate diamond jewelry, coupled with the

service friendly support infrastructure and tremendously loyal customer network that returns consistently, Whiteflash can't help but be recognized for getting it right.

"It's important to recognize our suppliers as part of our success," said Debi Wexler, CEO for Whiteflash. "When it comes to Bold Chat, our service sparkles!"

About Whiteflash Inc.:

Whiteflash is a full scale manufacturing jeweler specializing in Ideal Diamonds and Fine Bridal Jewelry and stocks the largest inventory of AGS Certified Ideal Cut Diamonds in the world.

The award winning Whiteflash.com website, described by Kiplinger's Magazine as the "Lord of the Online Rings" enables shoppers the world over to view, compare and purchase top quality diamonds, engagement rings and fine jewelry in a convenient and secure environment.

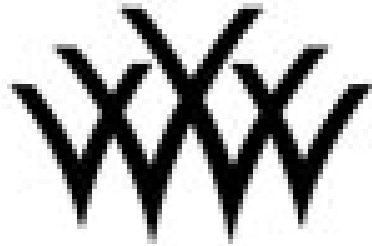
Whiteflash is the first jeweler in the world to attain ISO 9001 certification for total quality management.

For more information, log on to <http://www.whiteflash.com> or call 877.612.6770.

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