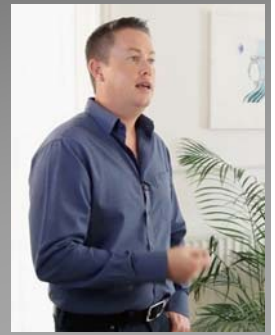


Client Testimonial

SERENDIPITY DIAMONDS

When working within the jewellery industry, good quality security is an essential part of daily life. Mark Johnson Managing Director of Serendipity Diamonds, tell us why Lifeline is his security solutions partner.



Who are Serendipity Diamonds and what do you do?

At Serendipity Diamonds we create meaningful, responsibly sourced jewellery. We specialise in loose diamonds – selling a wide range of sizes, shapes, colours and clarities. Based in Ryde, we create made-to-order fine jewellery, for clients within the UK and overseas to Europe, USA, Canada, and Australia. We work predominantly online via

<https://www.serendipitydiamonds.com/uk>

but hold appointments within our Ryde



showroom. Clients visit to look at ring designs, view diamonds and to receive one-to-one guidance from our small, friendly team.

How has Lifeline delivered professional high standards to you ?

We first approached Lifeline in 2010 when we moved to new premises in Ryde. From first contact, Lifeline



provided exceptional service and were always friendly, helpful and willing to help. We were very grateful for their expert knowledge and guidance in providing security for our business. It was reassuring to have the support of security industry experts – vital for a company within the jewellery and diamond industry. From the first day, we were grateful for the dedication from all of their engineers and support staff. Each member of their team worked flexibly around us without any interruption to the running of our business during installation and maintenance work.

What would you say to others considering Lifeline as a solutions provider ?

I would advise anyone considering Lifeline as a solutions provider to pick up the phone and to speak with them. They are the best at what they do, and

the only company we have been able to rely on for continued support over many years.

Does Lifeline differ in its approach to customer service ?

We find Lifeline's customer service to be extremely helpful and friendly. We have worked with the same team members year after year, producing a good relationship built on exceptional support, care and attention from their team.

What other comments do you have?

Lifeline have the complete package – including detailed product knowledge, new technology, expert team members, they give full support and on top of this, they provide excellent value.