

In short: ELIPHASx is a professional jewellery quoting system designed for jewellers, manufacturers, and retail stores. It helps you calculate accurate quotes considering metal prices, stones, CAD design, and manufacturing costs.

“Traditionally, the jewellery industry has been slower than many sectors to embrace digital transformation, constrained by high software costs and long-established business practices. Today, however, AI and increasingly accessible development tools are making innovation achievable for businesses of every size, “ says Mthethwa.

ELIPHASx offers sophisticated capabilities without the complexity and cost of enterprise software, enabling smaller businesses to compete more effectively while preserving the flexibility and personalised service that set them apart.

Ultimately, ELIPHASx represents more than software. It reflects a belief that innovation and heritage are not opposing forces, but complementary ones —showing how modern technology can strengthen traditional craftsmanship while inspiring the next generation of jewellery professionals.

The First Hello: How Bezalel Rings' 'AMIRA' is redefining the online customer experience.



AI Innovator 02
in conversation with
Martie Potgieter,
director and founder,
Bezalel Rings.

Artificial intelligence may be transforming customer service, but at Bezalel, technology has been designed with one purpose in mind: protecting the human experience rather than replacing it.

Founder Martie Potgieter recognised that while customers increasingly expect immediate responses online, jewellery remains deeply personal. Every enquiry carries the potential for an engagement, anniversary or milestone, and no customer should feel ignored simply because a business owner cannot respond immediately.

That thinking led to the creation of AMIRA, an AI assistant designed to welcome visitors, answer common questions, educate customers about Bezalel's jewellery and prepare them for a meaningful and special design consultation.

Interestingly, Bezalel wasn't actively searching for an AI solution. Instead, Shimshon Fisher of AMIRA / Human Software Resources approached the company.

As the conversations unfolded, it quickly became clear that the partnership was about far more than technology. Fisher's passion for creating AI that genuinely serves people closely reflected Bezalel's own philosophy.

Rather than feeling like a faceless software platform, AMIRA became a collaborative project between people who shared the same commitment and dedication to exceptional customer experience.

“At Bezalel, AI isn't replacing the personal touch. It's protecting it.”

"As conversations become more personal or design-specific, they are deliberately transferred to a real person. Trust extends beyond conversation," says Potgieter.

Bezalel ensured AMIRA complies with POPIA and PAIA because protecting customer information is viewed as an extension of protecting customer relationships.

Compliance, the company believes, is not merely a legal obligation but a demonstration of respect for the people who entrust the business with life's most significant moments.

The vision for AMIRA is equally human-centred. Rather than becoming more autonomous, Bezalel hopes future developments will further strengthen relationships, creating more opportunities for meaningful personal engagement rather than simply automating communication.



In an era where artificial intelligence is often measured by how much work it can replace, Bezalel offers a different perspective.

The greatest value of AI may lie not in removing people from the customer journey, but in creating more opportunities for genuine human connection.