

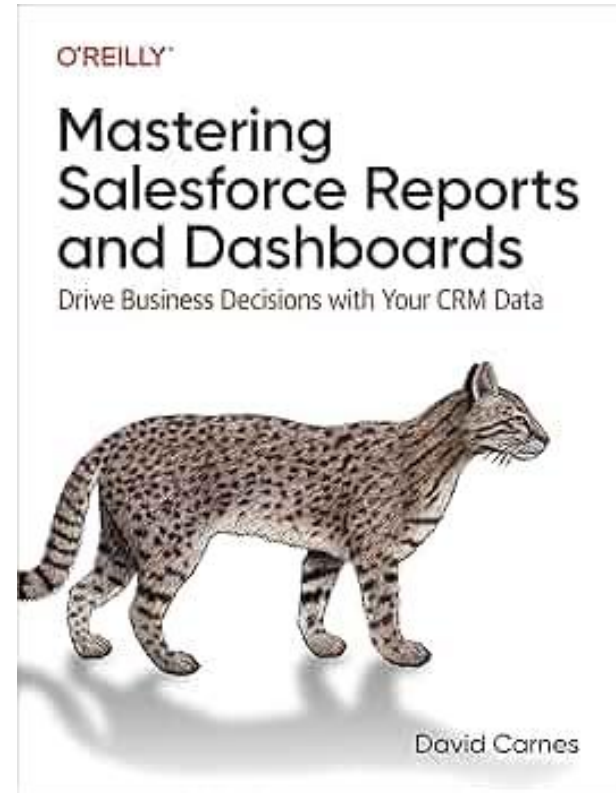
Building a Jewelry Management System with Salesforce CRM

Completed the project with this email id
2328f0002.cas@ppg.edu.in

Team Leader : AAKILA BANU.M
ABIRAMI THANGARAJ
ADARSH.S
AKASH.K

Welcome to Salesforce CRM for Jewelry Management

- Opening Circle: Turn to a partner and share what you know about customer management systems
- Today you'll learn how to build a complete jewelry store management system
- You'll discover how businesses track customers, inventory, and orders
- Think-Pair-Share: What challenges might a jewelry store owner face when managing their business?



What is a CRM Application?



- CRM stands for Customer Relationship Management
- It helps businesses organize and track customer information
- Think of it like a digital filing cabinet for all business data
- Compass Points Activity: Move to corners based on what you think is most important - North (Customer Info), South (Inventory), East (Orders), West (Reports)

The App Launcher - Your Starting Point

- The app launcher is like a menu with dots in the top left corner
- You can search for your specific app called "Jewelry Management System"
- It's your gateway to all the tools you need
- Back-to-Back, Face-to-Face: Explain to your partner how an app launcher works like a smartphone's app menu

Jewelry Customer Object - Storing Customer Details

- This object stores all customer information in one place
- Includes contact details, addresses, and personal information
- Helps jewelry store owners remember important customer preferences
- Think-Pair-Share: Why would a jewelry store need detailed customer information?



Items Object - Managing Jewelry Inventory



- Tracks all available jewelry pieces in the store
- Records whether items are gold or silver
- Stores weight, purity, and stone details
- Reflection Question: How would organizing inventory this way help a store owner make better decisions?

Prices Object - Tracking Item Values

- Maintains current prices for different jewelry items
- Helps store owners stay competitive in the market
- Updates automatically when gold or silver prices change
- Learning Target Check-in: Can you explain why tracking prices separately is important?

Customer Orders - Following the Sales Process

- Tracks every order placed by customers
- Connects customer information with items they want to buy
- Records order dates and special requests
- Compass Points: Which is most challenging - North (Taking Orders), South (Tracking Orders), East (Customer Communication), West (Inventory Updates)

[illegible]

Building Object - Managing Invoices and Exchanges

- Handles all billing and invoice creation
- Manages returns and exchanges smoothly
- Resolves customer service issues
- Think-Pair-Share: Share a time when you or your family had to return or exchange something at a store

Reports and Dashboards - Seeing the Big Picture

- Reports fetch and organize data from all parts of the system
- Dashboards show visual charts and graphs for easy understanding
- Help store owners make smart business decisions
- Back-to-Back, Face-to-Face: Describe to your partner what information a jewelry store owner would want to see daily

Email Flow - Automating Communication

- Creates a smooth flow of information throughout the system
- Automatically sends emails to customers about their orders
- Reduces manual work and prevents mistakes
- Closing Circle: Reflect on how this jewelry management system could help a small business owner succeed
- Exit Ticket: Write one thing you learned about CRM systems today

