

## Solution Architecture

Date	25 June 2025
Team ID	LTVIP2025TMID31434
Project Name	CRM Application for Jewel Management - (Developer)

### Solution Architecture:

Solution architecture is a structured approach to bridging the gap between business challenges and technological solutions. For our CRM application in the jewelry domain, the architecture focuses on leveraging Salesforce's ecosystem to address operational inefficiencies, customer engagement gaps, and sales tracking issues.

- To streamline and automate the customer relationship process in jewelry businesses using Salesforce CRM tools.
- To track and manage jewelry inventory efficiently, ensuring real-time visibility into product availability and stock status.
- To automate follow-ups and communication with customers via email, SMS, or WhatsApp for promotions, birthdays, and order updates.
- To enable the sales team to manage leads, opportunities, and orders through a structured and visual sales pipeline.
- To enhance customer satisfaction and retention through loyalty programs, timely communication, and personalized offerings.

### Solution Architecture Diagram for CRM application for Jewel Management :

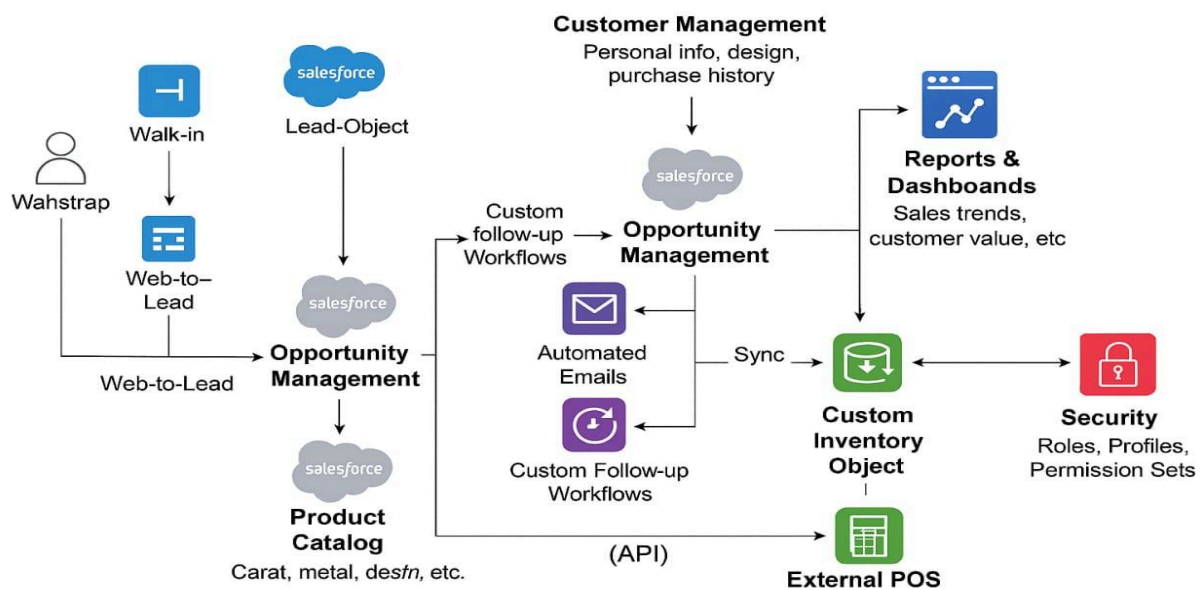


Figure : Architecture and data flow of the CRM application for jewel management

**Reference:**

1. <https://chat.openai.com/>
2. <https://www.salesforce.com/products/sales-cloud/overview/>