

PROPOSED SOLUTION

Date	23 October 2025
Team ID	NM2025TMID02837
Project Name	CRM Application for Jewel Management
Maximum Marks	2 marks

Proposed Solution Template :

S.no	Parameters	Description
1	Problem Statement	In traditional jewel management, customer records, high-value inventory details (gems, metal), and service tracking are managed manually or in fragmented systems. This leads to stock discrepancies, lost sales from poor follow-up, and delayed customer service for repairs and appraisals. There is no centralized system to secure and manage all critical processes efficiently.
2	Solution Description	The Jewel Management CRM Project is a Salesforce-based application designed to automate high-value retail operations. It centralizes 360-degree customer details, real-time granular inventory tracking , service management via Digital Job Cards , and automated marketing/follow-ups, ensuring data security and operational efficiency across the business.
3	Uniqueness	The solution leverages Salesforce's custom objects, low-code tools (Flows, Validation Rules), and security features to automate complex, real-world jewel processes like high-value asset tracking, digital appraisal certificate generation, and service-to-inventory linking . It offers a specialized, scalable CRM-based approach to retail and service management unique to the jewellery industry.
4	Customer Satisfaction	The system dramatically enhances customer experience by offering personalized engagement (birthday reminders, targeted

		offers), transparency (digital service status tracking), and accurate billing . It ensures reliable, fast service delivery for repairs and appraisals, thereby building lasting customer trust and loyalty , which is paramount in the luxury jewellery sector.
5	Business Model	The solution offers immediate real-world business value by eliminating operational errors, enabling higher sales conversion through personalized follow-ups, and securing assets with real-time inventory control . This improves staff productivity and reduces fraud risk, ultimately enabling the business to serve more high-value clients and significantly increase profitability .
6	Scalability of the Solution	The solution is built on a scalable cloud platform and can be easily expanded. Future modules can include Supplier Management (for gold/gemstone sourcing), Manufacturing/Job Work Tracking for custom designs, advanced Customer Lifetime Value (CLV) reporting, and integration for multi-showroom/branch operations both domestically and internationally.

Solution Description :

The **Jewel Management CRM Project** is a Salesforce-based solution designed to automate and streamline the high-value operations of jewellery retailers. It centralizes essential data by combining a **360-degree customer view** with **real-time, granular tracking of high-value inventory assets**. This platform implements automated workflows using low-code tools to digitize key processes like service management (via **Digital Job Cards**) and documentation (**Digital Appraisal Certificates**). Ultimately, this solution ensures data security, improves staff productivity, significantly enhances customer satisfaction through personalized engagement, and provides a scalable foundation for future business growth across multi-branch and international operations.