

Proposed Solution

Date: 2 November 2025

Team ID: NM2025TMID00606

Project Name: CRM Application for Jewel Management

Maximum Marks: 2 Marks

S.no	Parameters	Description
1	Problem Statement	In traditional jewelry businesses, managing customer data, orders, and product inventory manually leads to confusion, data loss, delayed deliveries, and poor customer relationship management. There is no centralized system to handle customer engagement, and billing efficiently.
2	Solution Description	The CRM Application for Jewel Management is a Salesforce-based system that automates jewelry business processes. It manages customer profiles, jewel inventory, order tracking, billing, and feedback through Salesforce custom objects and automation tools, ensuring data accuracy and efficient business operations.
3	Uniqueness	The system leverages Salesforce's low-code tools like Flows, Validation Rules, and Process Builder to automate jewelry CRM operations. This eliminates dependency on external systems and introduces a unique, cloud-based business management approach tailored for jewelry enterprises.
4	Customer Satisfaction	The CRM system enhances customer satisfaction by enabling transparent order tracking, personalized communication, accurate billing, and real-time notifications. It helps maintain long-term customer relationships, improving trust and brand perception.
5	Business Model	Designed for both academic and commercial use, this CRM solution offers real value by optimizing jewelry store workflows, minimizing manual effort, and increasing operational efficiency. Businesses can manage multiple branches, improve productivity, and scale profitably.
6	Scalability of the Solution	The solution can be scaled to include modules such as supplier management, employee performance tracking, and advanced sales analytics. It can also integrate with online payment gateways and multi-branch synchronization for larger jewelry businesses.

Solution Description:

The CRM Application for Jewel Management is a Salesforce-based platform that centralizes customer, product, and order information for jewelry businesses. It automates order creation, billing, and inventory management using tools such as Flows, Validation Rules, and Process Builder, eliminating manual errors and delays. Real-time updates and automated notifications enhance operational transparency and customer satisfaction. By integrating all CRM processes into a single cloud-based environment, the solution enables better coordination, data-driven decisions, and improved profitability — transforming traditional jewelry management into a modern, automated system.