CRM application for jewel management (developer)

By

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INTRODUCTION

About the project:

A "CRM Application for Jewel Management - (Admin)" aims to achieve several key objectives that ultimately contribute to the growth and efficiency of a jewelry business. The system specifically designed for jewelry business, allowing them to effectively track customer interactions, manage sales leads, and personalize marketing efforts optimize customer relationship and boost sales within the jewelry industry. Capture detailed customer information including demographics, purchase history, preferred jewelry types, special occasions, and contact details store and update customer data in real time to maintain accuracy.

The purpose of a CRM (Customer Relationship Management) system is to help businesses manage and improve their interactions with customers and potential customers. This overarching goal breaks down into several key objectives. CRM, or Customer Relationship Management, is a multifaceted concept that's essential for modern businesses. It's not just a piece of software it's a strategic approach to how a company interacts with its customers. The relationship between CRM (Customer Relationship Management) and CLV (Customer Lifetime Value) is very strong. CRM systems provide the tools and data necessary to effectively calculate, track, and ultimately increase CLV.

The Jewel Inventory System is a comprehensive software Solution designed to streamline and manage the inventory and sales processes of a jewellery store or a jewellery manufacturer. The system aims to provide an efficient and user-friendly solution to track and control the inventory of various jewellery items, maintain accurate records, and facilitate seamless sales transactions.

OBJECTIVES:

Creating an object in Salesforce organisation is essential for efficient data management and process automation. By defining custom objects, businesses can structure and store data specific to their needs, enabling streamlined workflows, personalised reporting, and enhanced user experiences. Objects serve as the foundation for organising and leveraging critical information within Salesforce.

IDEATION PHASE

In the ideation phase of developing a CRM application for jewelry management on Salesforce, the primary focus from a developer's perspective is to clearly define the core business use cases and begin mapping them to Salesforce's architecture.

The CRM will likely be used by jewelry store staff, sales reps, managers, and possibly repair technicians. Key requirements may include inventory management for high-value jewelry items, tracking customer purchases and preferences, managing warranties and repairs, and handling custom jewelry design requests.

These custom objects should be related to standard Salesforce entities such as Account and Contact to link jewelry purchases with customers. Additionally, relationships between items and their components (like gemstones) need to be modeled with care.

Automations will be critical to streamline processes, and Salesforce Flow can be used for tasks like warranty checks or appointment scheduling, while Apex triggers may handle more complex logic like dynamic pricing based on materials.

Developers should also focus on creating a clean, user-friendly interface using Lightning App Builder and Dynamic Forms, especially considering mobile use by sales staff on the showroom floor. From a tooling standpoint, developers should set up a Salesforce DX project using Scratch Orgs for modular and agile development, leverage Salesforce CLI and Visual Studio Code for coding, and manage versions using Git.

Ultimately, the goal of this ideation phase is to map out a scalable data model, define the core customizations, and plan the automation and integration points that will turn Salesforce into an effective, specialized CRM for jewelry business operations.

Salesforce key features and concepts utilized:

- Salesforce
- Object
- Tabs
- ❖ The Lightning App
- Fields
- Profiles
- Roles
- Users
- **❖** Page Layouts
- Record Types
- Permission Sets
- User Adoption

- Reports
- Dashboard
- Flow

Salesforce

Creating Developer Account:

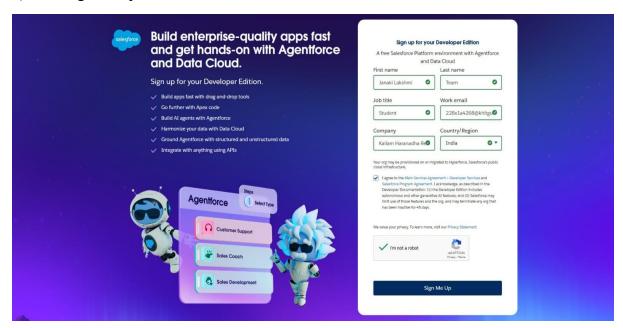
1)To create a developer account in Salesforce, follow these steps:

2)Go to Salesforce Developer Signup.

Fill in the signup form with the following details:

- First name & Last name
- Email
- Role: Developer
- Company: College Name
- Country: India
- Postal Code: Pin code

3)Click Sign me up



Activating the Account

Check the inbox of the email you used for signup.

Click on the verification link to activate your account (the email may take 5-10 minutes to arrive).

Click on Verify Account.

Set a password and answer a security question.

Click on Change Password.

You will be redirected to your Salesforce setup page.

Creating the Objects:

This report outlines the steps to create various custom objects in Salesforce, specifically for a Garage Management System. The objects include Customer Details, Appointments, Service Records, and Billing Details and Feedback. These objects will help streamline operations and improve data management within the system.

Customer Details Object

Navigation Path: From the setup page, click on Object Manager >> Create >> Custom Object.

Details:

Label Name: Customer Details

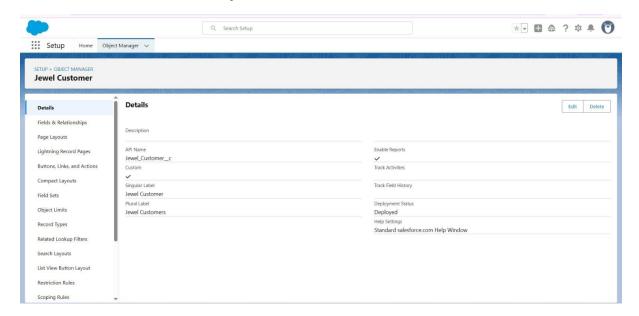
Plural Label Name: Customer Details

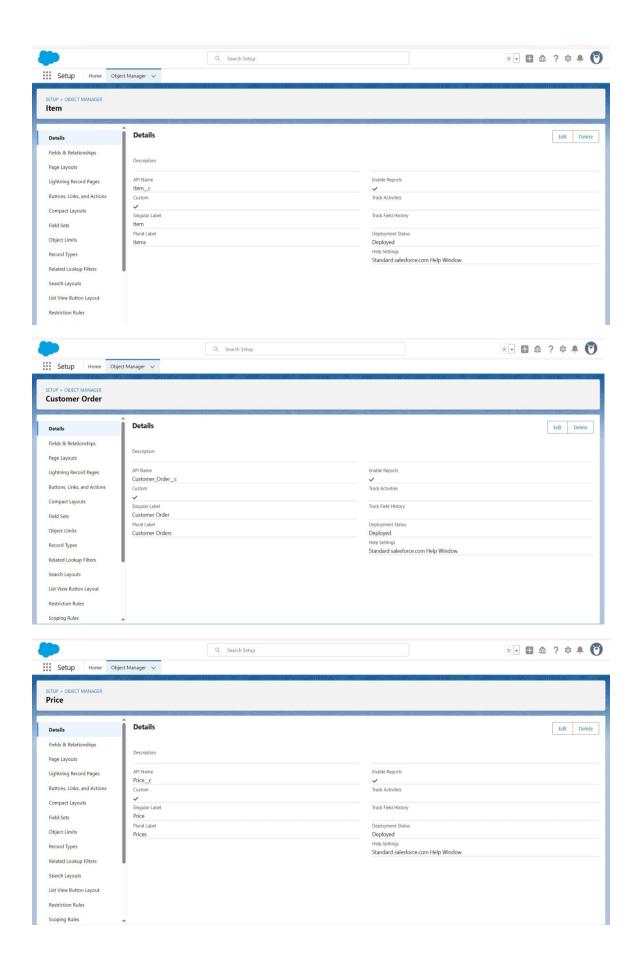
Record Name: Customer Name

Data Type: Text

Options: Allow reports, Track Field History, Allow search

Save: Click Save to create the object





Tabs:

and Feedback).

Select Tab Style: Choose a suitable style for each object.

Creating a Custom Tab for Customer Details Navigation Path: Go to the setup page. Type "Tabs" in the Quick Find bar. Click on "Tabs". Click on "New" under the Custom Object Tabs. Click Next. Add to Profiles Page: Keep the default settings. Click Next. Add to Custom App: Uncheck "Include Tab". Ensure "Append tab to users' existing personal customizations" is checked. Click Save. Creating Remaining Tabs (Appointments, Service Records, Billing Details and Feedback) Repeat the above steps for each remaining object: Appointments, Service Records, and Billing Details and Feedback. Navigation Path: Go to the setup page. Type "Tabs" in the Quick Find bar. Click on "Tabs". Click on "New" under the Custom Object Tabs. Details for Each Object: Select Object: Choose the respective object (Appointments, Service Records, Billing Details Click Next.

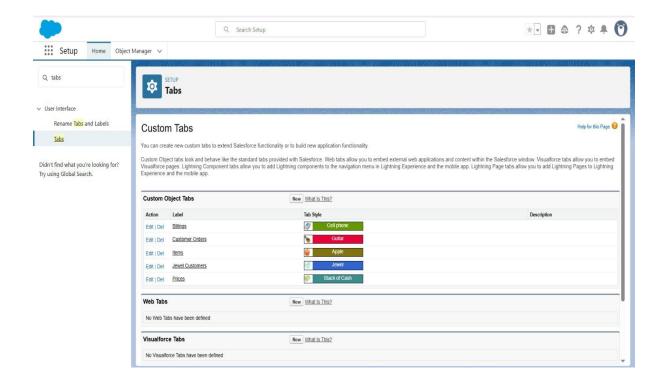
Add to Profiles Page: Keep the default settings.

Click Next.

Add to Custom App: Uncheck "Include Tab".

Ensure "Append tab to users' existing personal customizations" is checked.

Click Save.



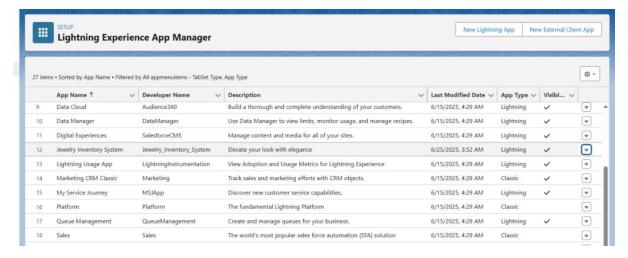
The Lightning App:

Creating a Lightning App in Salesforce for managing garage operations allows for streamlined processes and efficient management of various business aspects.

This guide outlines the steps to create the Garage Management Application, including adding essential navigation items and user profiles.

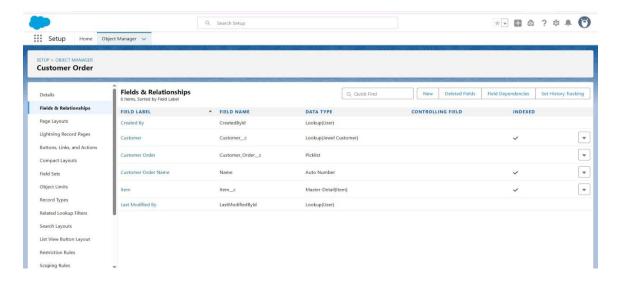
Steps to Create a Lightning App

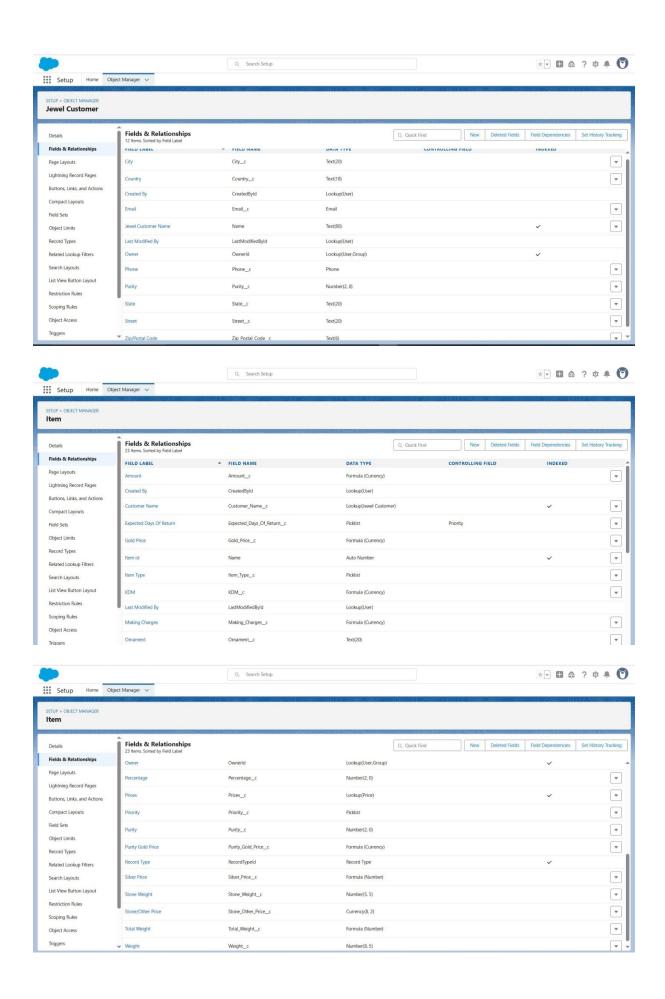
Accessing App Manager:Begin by navigating to the setup page. In the Quick Find bar, search for "App Manager" and select it. Click on "New Lightning App" to start the creation process.

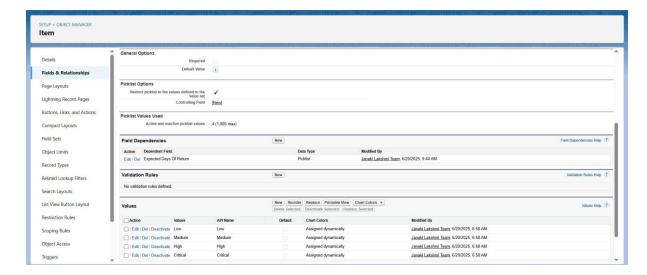


Fields:

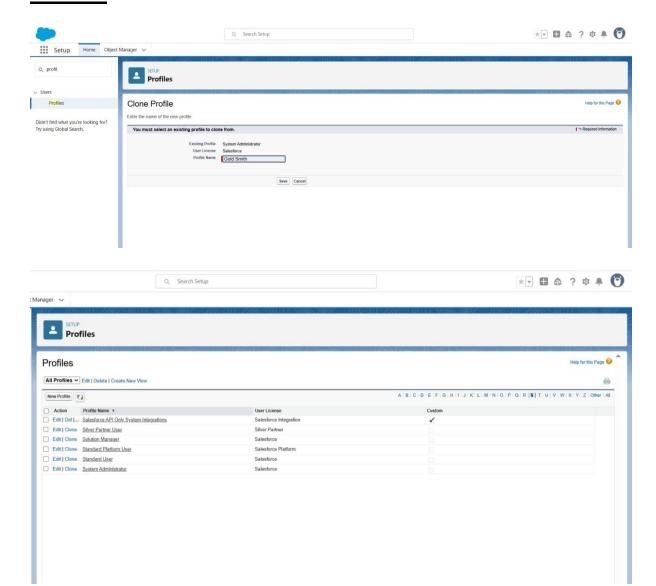
- 1.Define the Core Use Case
- 2. Core Features to Plan
- 3. Technical Planning (Developer Focus)
- 4. Integration Planning
- 5. Security & Compliance
- 6. Tooling & Dev Environment
- 7. Standard Fields
- 8. Custom Fields
- 9. Field Types in Salesforce

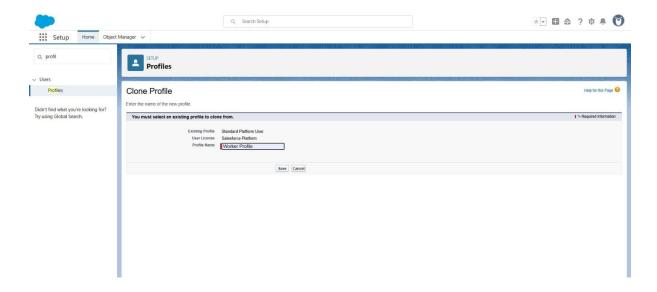






Profiles:

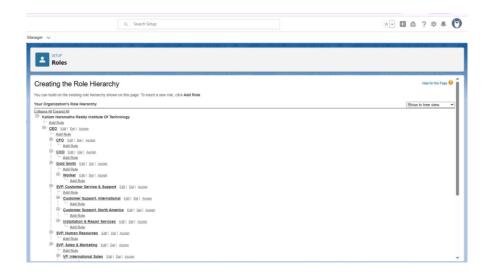




Roles:

In Salesforce, roles are a fundamental part of the platform's security model, primarily used to control record-level access based on a user's position within an organization. Users higher in the hierarchy automatically gain visibility into the records owned by users beneath them. For example, in a jewelry business CRM, a sales rep might only see their own sales records, a store manager would see records for their entire store, and a regional manager would see all store data in their region.

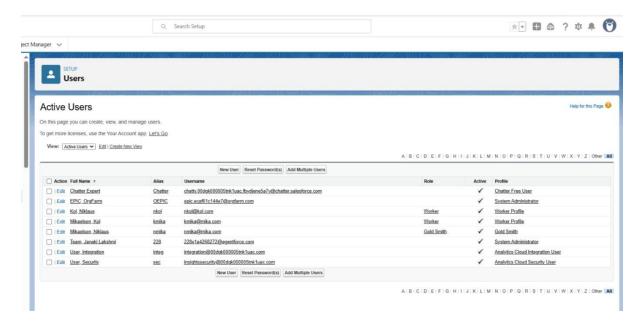
Roles are often used in combination with other sharing settings like organization-wide defaults (OWD), sharing rules, and manual sharing to fine-tune access. Roles are managed via Salesforce Setup, where administrators can create new roles, define hierarchies, and assign users to appropriate roles during or after user setup.



Users:

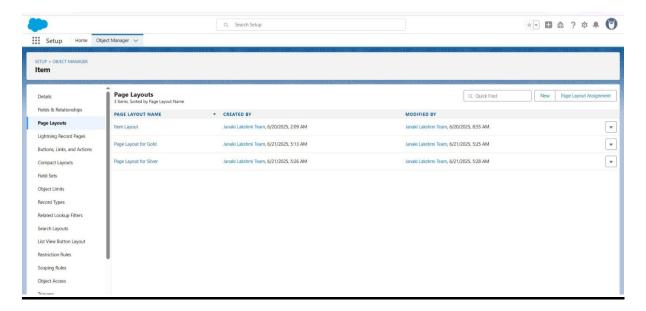
In Salesforce, **users** are individuals who have **access to the system** and interact with data, applications, and features based on the **permissions and roles** assigned to them. Each user is identified by a unique **username (email format)** and has a **user record** that includes details like name, email, role, profile, license, and login history.

A user in Salesforce represents a person who can log in and use the platform, whether it's an employee, partner, or community member. In addition to profiles, users may also have permission sets for extra access and a role that determines what records they can see based on the organization's role hierarchy. For example, in a jewelry CRM, a "Sales Rep" user might have access to customer and order objects but only see records they own, while a "Store Manager" can view records across the entire store. Users are also linked to a user license, which determines what features and objects they can access. Admins can create and manage users via the Setup menu, where they can activate/deactivate users, reset passwords, assign permission sets, and monitor login activity. Salesforce also supports different user types, including internal users (employees), external users (partners or customers), and automated users (like API integrations). Managing users effectively is crucial for maintaining system security, performance, and compliance.



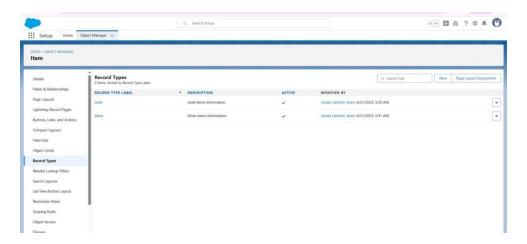
Page Layouts:

Page Layouts in Salesforce are used to customize how information is displayed on the record pages of standard and custom objects. They define the arrangement of fields, sections, related lists, custom buttons, links, and Visualforce or Lightning components. For example, in a jewelry CRM system, a Jewelry_Item page layout might include sections for basic item details, gemstone specifications, pricing, and repair history. Page Layouts also control which fields are read-only, required, or visible, ensuring users only see what's relevant to their role.



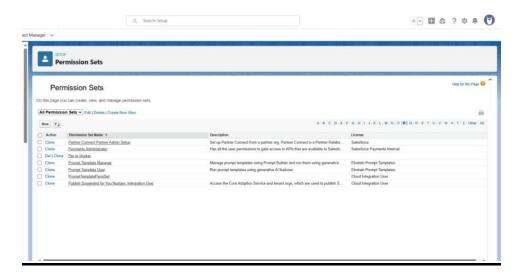
Record Types:

In Salesforce, record types allow you to create different business processes, page layouts, and picklist values for the same object, helping tailor the system to varied user needs or product lines within one organization. They are especially useful when a single object serves multiple purposes that require distinct data capture or workflows.



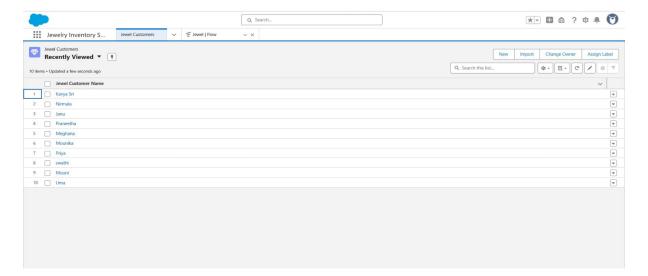
Permission Sets:

A standard permission set consists of a group of common permissions for a particular feature associated with a permission set licence. Using a standard permission set saves you time and facilitates administration because you don't need to create the custom permission set. We created permission sets and labeled as "Per to Worker "and selected object permissions for "Read, Edit, Create".



User Adoption:

As a new Administrator, you perform user management tasks like creating and editing users, resetting passwords, granting permissions, configuring data access, and much more. We created some jewel customers, items, billings, prices, customer orders in Jewelry Inventory System



Reports:

Reports give you access to your Salesforce data. You can examine your Salesforce data in almost infinite combinations, display it in easy-to-understand formats, and share the resulting insights with others.

Before building, reading, and sharing reports, review these reporting basics.

Types of Reports in Salesforce

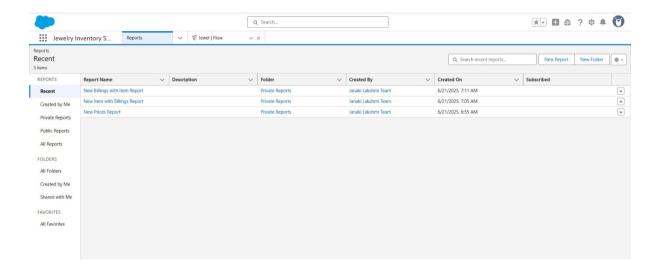
- 1. Tabular
- 2. Summary
- 3. Matrix
- 4. Joined Reports

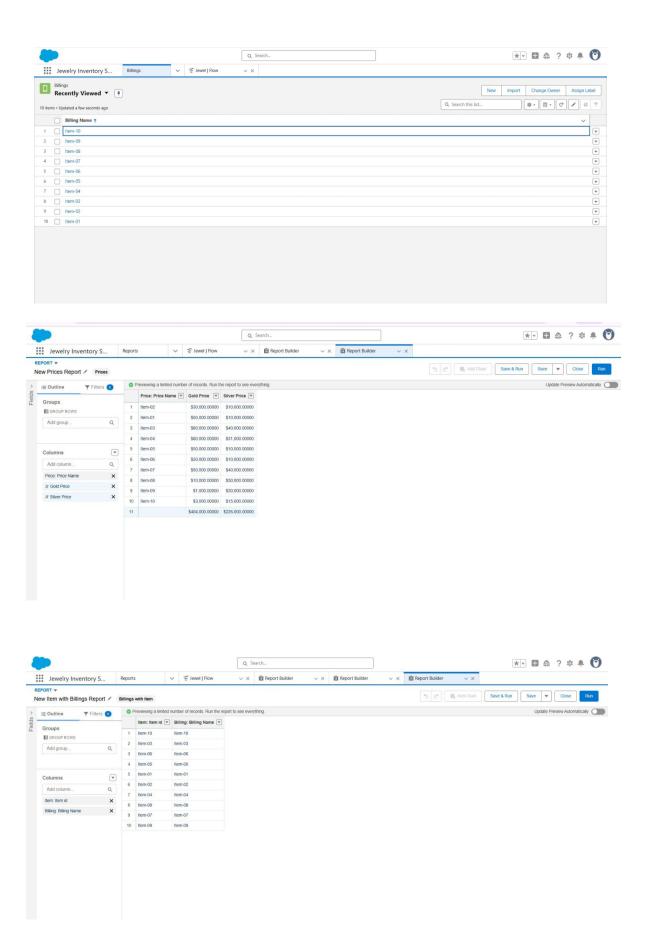
The GoldSmith of an organisation wants to have a brief data on Gold Items, Silver Items, Customer Orders and Billings.

So he can have a clear picture of his organisation and be able to make any decisions required based on this data.

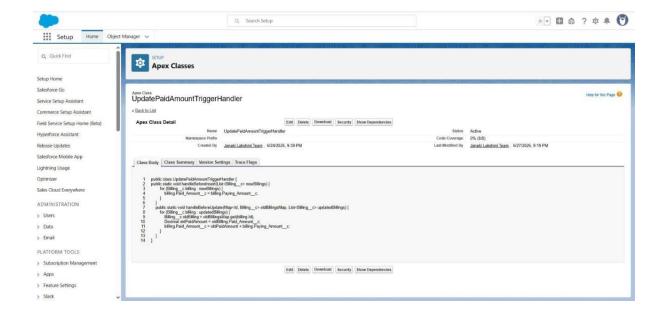
We created 3 Reports:

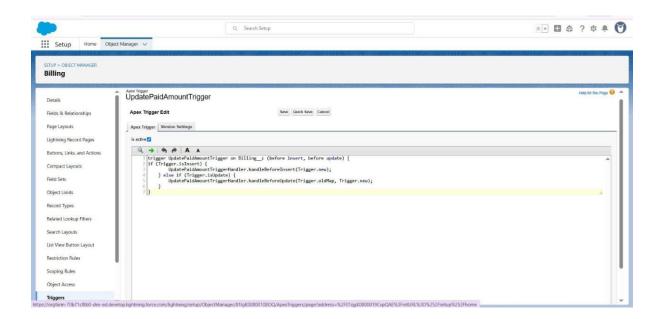
- Prices Report
- Item with Billings Report
- Billing with Items & Customer order





Triggers:

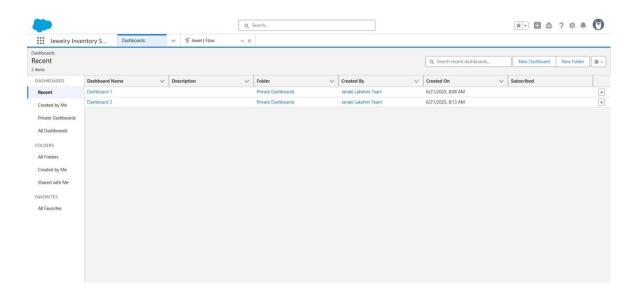


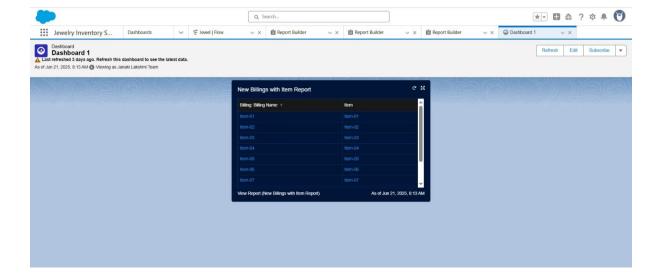


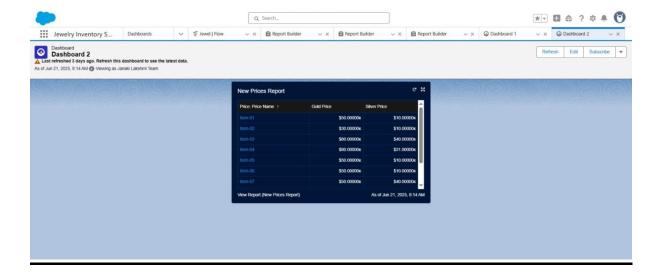
Dashboard:

In Salesforce, a dashboard is a powerful visualization tool that provides a real-time, interactive summary of key metrics and data trends from reports. It helps users and decision-makers quickly assess performance, monitor KPIs (Key Performance Indicators), and gain insights at a glance — all without needing to dig into raw data.

A dashboard is made up of components, such as charts, graphs, tables, gauges, and metrics, each based on an underlying report. For example, in a jewelry CRM, a dashboard might include components showing monthly sales by store, inventory levels of high-value items, top-selling gemstones, and open repair requests by status. You can group these visuals into sections to create a clear, informative layout tailored to different roles — such as store managers, sales reps, or executives.







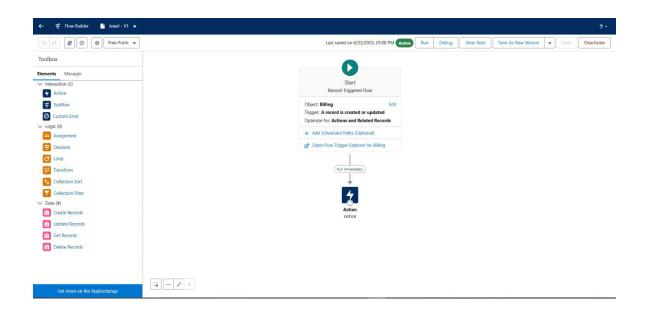
Flows:

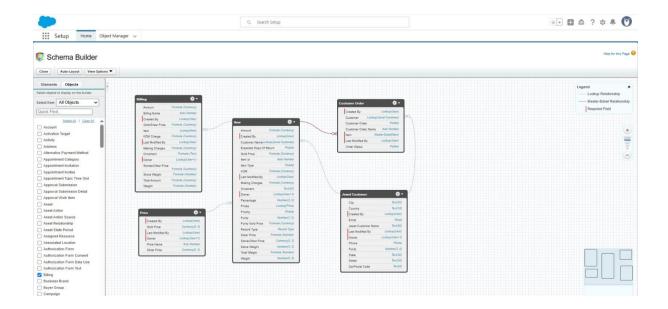
In Salesforce, Flows are powerful automation tools that allow you to create logic-based processes without writing code.

Using Flow Builder, admins and developers can design workflows that interact with data, guide users through screens, automate tasks, and handle complex business logic across objects.

There are several types of flows, each designed for specific use cases:

- 1. Screen Flows Interactive flows that guide users through multi-step processes via screens (e.g., collecting information for a custom jewelry order).
- 2. Record-Triggered Flows Automatically run when a record is created, updated, or deleted (e.g., send a confirmation email when a new repair request is logged).
- 3. Scheduled Flows Run at a set time and frequency (e.g., weekly check on low stock items).
- 4. Autolaunched Flows Can be called from Apex, buttons, or other flows; they run in the background without user interaction.
- 5. Platform Event-Triggered Flows React to platform events for real-time integration scenarios.





Conclusion:

In my point of view, the implementation of Salesforce is a complex process that requires careful planning, execution, and testing. Throughout this project, we have outlined the key steps involved in implementing Salesforce, including requirements gathering, solution design, testing and validation, and deployment. We have also identified key scenarios addressed by Salesforce in the implementation process, including sales, marketing, service, commerce, analytics, and integration scenarios.

By following the steps outlined in this project and addressing the key scenarios, organizations can ensure a successful Salesforce implementation that meets their business needs and drives user adoption