Project Report

(1.1) Project Overview:

A "CRM Jewellery Project" aims to develop a dedicated Customer Relationship Management (CRM) system specifically designed for a jewelry business, enabling them to effectively manage customer interactions, track purchase history, personalize marketing campaigns, and ultimately improve customer loyalty and sales by providing a centralized platform to access and analyze customer data across all touchpoints within the jewelry buying journey.

 • 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.

(1.2) Purpose:

The purpose of CRM is to gather consumer information and use it to enhance their experience. By connecting all channels onto a single platform, CRM helps companies personalize their products and services, including personalized marketing messages. A CRM system helps businesses keep customer contact details up to date, track every customer interaction and manage customer accounts. It's also designed to help businesses improve customer relationships and Customer Lifetime Value (CLV)
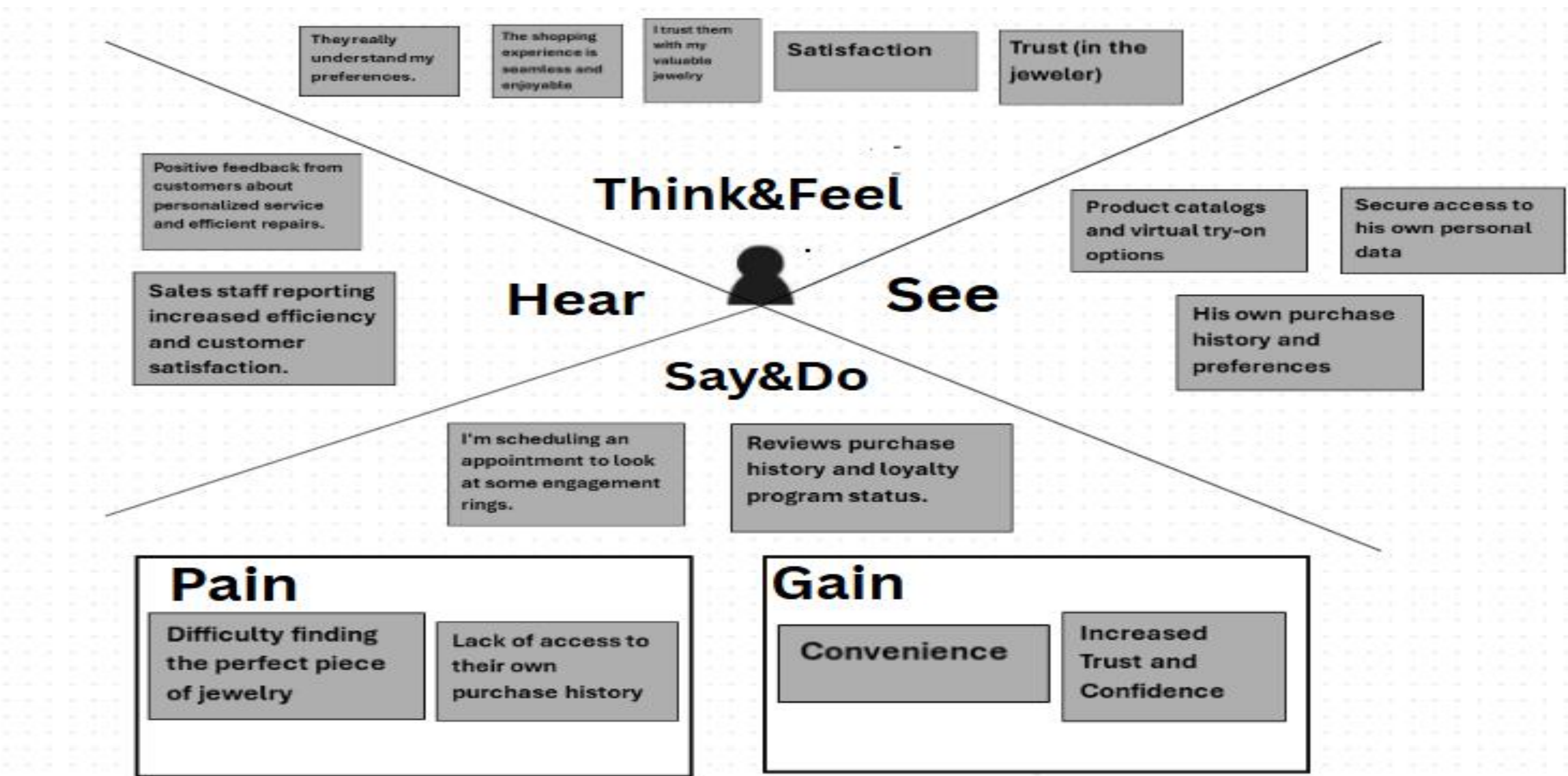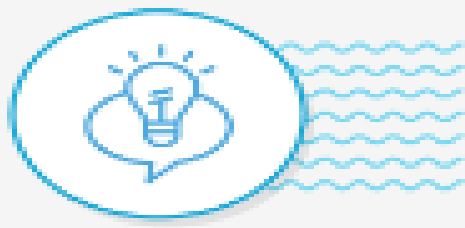
2.   IDEATION PHASE

(2.1)Problem Statement:

Define the Problem Statements

Problem Statement (PS)	I am (Customer)	I'm trying to	*But*	*Because*	Which makes me feel
PS-1	**I am** a customer looking to purchase a special anniversary gift	**I'm trying to** find the perfect piece of jewelry that matches my partner's style and preferences	**But** I struggle to remember specific details about their past jewelry purchases and preferences, and I find it difficult to visualize how certain pieces would look on them	**Because** the current shopping experience is often impersonal and lacks detailed records of my past interactions and preferences.	**Which makes me feel** frustrated and unsure about my purchase, leading to potential delays or even abandoning the purchase altogether.
PS-2	**I am** a customer who has sent a valuable ring in for repair.	**I'm trying to** stay informed about the progress of my repair and ensure its safe return	**But** I receive infrequent updates and lack transparency into the repair process	**Because** there is no centralized system to track repairs and provide real-time updates	**Which makes me feel** worried and anxious about the status of my valuable item

2.2 Empathy Map Canvas:

Think&Feel

They really understand my preferences.

The shopping experience is seamless and enjoyable

I trust them with my valuable jewelry

Satisfaction

Trust (in the jeweler)

Hear

Positive feedback from customers about personalized service and efficient repairs.

Sales staff reporting increased efficiency and customer satisfaction.

See

Product catalogs and virtual try-on options

Secure access to his own personal data

His own purchase history and preferences

Say&Do

I'm scheduling an appointment to look at some engagement rings.

Reviews purchase history and loyalty program status.

Pain

Difficulty finding the perfect piece of jewelry

Lack of access to their own purchase history

Gain

Convenience

Increased Trust and Confidence

2.3 Brainstorming:

Brainstorm □
& idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕙 10 minutes to prepare
- ⏳ 1 hour to collaborate
- 👤 2–8 people recommended

➡ Before you collaborate

A little bit of preparation goes a long way with this session. Here9s what you need to do to get going.

🕙 10 minutes

A Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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① Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕙 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming □
To run an smooth and productive session.

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

② Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕑 10 minutes

Thomas

Arthur

Alfa

Ada

snape

Malfoy

Hermoina

jhon

③ Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

🕑 20 minutes

Demand & supply

Cost Eoiciency

Management

3. REQUIREMENT ANALYSIS

3.1 Customer Journey map:

Customer Journey Map Of JEWEL CRM

Columns:
- **Entice** — How does someone initially become aware of this process?
- **Enter** — What do people experience as they begin the process?
- **Engage** — In the core moments in the process, what happens?
- **Exit** — What do people typically experience as the process finishes?
- **Extend** — What happens after the experience is over?

Steps — What does the person (or group) typically experience?

Entice	Enter	Engage	Exit	Extend
Emotional Connection; Effortless Transaction; Expert Discovery; Expectation of Enhanced Personalization; Concerns about Data Privacy	Heightened Emotional State; Increased Scrutiny; Decision-Making	Sense of Accomplishment/Satisfaction; Relief; Pride	Enjoyment and Use of the Product; Emotional Connection and Memory; Word-of-Mouth Marketing	

Interactions: What interactions do they have at each step along the way? (Things: What digital touchpoints or physical objects would they use? Places: Where are they? People: Who do they see or talk to?)

| People | Place | Things | Excitement/Anticipation; Anxiety/Uncertainty | Intense Activity/Decision-Making; Emotional Peaks | Sense of Accomplishment/Relief; Satisfaction/Gratification | Integration into Personal Narrative; Learning and Adaptation |

Goals & motivations — At each step, what is a person's primary goal or motivation? ("Help me…" or "Help me avoid…")

- Help me discover beautiful and trustworthy jewelry
- Help me avoid wasting time on irrelevant information
- Help me feel secure about my payment information
- Help me avoid damage or loss of my jewelry.
- Help me avoid feeling forgotten after the sale.
- Help me find unique and high-quality
- Help me avoid scams or fake
- Help me get assistance with any repairs or
- Help me share my positive experiences with others
- Help me avoid missing out on exclusive opportunities

Positive moments — What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

- Enjoying pleasant sights, sounds, smells, tastes, or
- Seeing the finished product, of a custom designed
- Receiving helpful care instructions and warranty information.
- Designing or customizing something to their own taste.
- Feeling like the jeweler understands their individual
- Seeing 3D renderings or sketches of their custom design.
- Being able to easily compare different options.

Negative moments — What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

- Struggling to understand technical specifications for gemstones or metals
- Being misled about pricing or discounts.
- Being charged for unnecessary repairs
- Facing high repair costs that were not anticipated.
- Having to fill out lengthy forms or provide the same information
- Spending time correcting mistakes made by the jeweler, such as incorrect engravings.

Areas of opportunity — How might we make each step better? What ideas do we have? What have others suggested?

- Make the brand easily discoverable and create a compelling first impression.
- Offer a "wish list" or "favorites" feature.
- Host exclusive events for loyal customers
- Offer trusted and secure payment options.
- Send detailed order confirmations and receipts.

3.2 Solution Requirement:

Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form
		Registration through Gmail
		Registration through LinkedIN
FR-2	User Confirmation	Confirmation via Email
		Confirmation via OTP
FR-3	User Profile Management	View User Profile
		Edit User Profile
		Change Password
		Upload Profile Picture
FR-4	User Login	Login with Username/Password
		Login with Google
		Login with LinkedIn
FR-5	Password Recovery	Password Reset via Email
		Password Reset via OTP
FR-6	Search Functionality	Search by Keyword
		Filter Search Results
		Sort Search Results
FR-7	User Dashboard	Display User's Recent Activity
		Display Personalized Recommendations
		Display User's Notifications
FR-8	Notifications	Email Notifications
		In-App Notifications
		Push Notifications (if applicable)

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	**Usability**	The system shall be intuitive and easy to learn for all user roles (administrators, regular users, and guest users). User interfaces shall be consistent and user-friendly, adhering to established design guidelines. Navigation shall be clear and efficient, requiring minimal steps to complete common tasks. Common actions should be readily available and discoverable. The system will provide clear error messages and help documentation. User onboarding and training documentation must be available. User should be able to complete main user flows within three clicks
NFR-2	**Security**	The system shall protect user data and prevent unauthorized access. User authentication shall use strong passwords and multi-factor authentication where possible. Data at rest and in transit shall be encrypted using industry-standard encryption protocols. Regular security audits and vulnerability assessments shall be conducted. The system should prevent common web attacks, such as SQL injection and cross-site scripting (XSS). Access Control based on the role and least privilage principle. Personal Identifying Information (PII) must be protected.
NFR-3	**Reliability**	The system shall operate reliably and consistently, minimizing downtime and errors. The system should recover gracefully from failures and prevent data loss. The system should have backup and restore capabilities. The system must meet all the functional requirements. The system must be able to properly display correct data
NFR-4	**Performance**	The system shall respond quickly and efficiently to user requests, providing a smooth and responsive user experience. Page load times shall be within acceptable limits (e.g., less than 3 seconds). The system shall be

		able to handle anticipated user loads and data volumes without performance degradation. Response times should be optimized for critical transactions. The system should be optimized for common device types, and network speeds
NFR-5	**Availability**	The system shall be available to users during specified hours of operation (e.g., 24/7). Downtime for maintenance shall be minimized and scheduled during off-peak hours, or handled in a rolling release. The system shall have redundancy and failover mechanisms in place to ensure high availability. Mean Time Between Failures (MTBF) should be high and Mean Time To Recovery (MTTR) should be low. The service should have a service level agreement (SLA) associated to it.
NFR-6	**Scalability**	The system shall be able to handle increasing user loads and data volumes without significant performance degradation. The system architecture shall be designed to allow for horizontal and vertical scaling as needed. The database and infrastructure should be scalable. The System should be able to support a large number of concurrent users, and transactions.

3.3 Data Flow Diagram:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored

THE CRM PROCESS

User Type	Functional Requirement (Epic)	User Story Number	User Story/Task	Acceptance criteria	Priority	Release
Customer (Mobile user)	**Registration**	**USN-1**	As a user, I can register for the application through Gmail	**I can register the application from gmail**	**Medium**	**Sprint -1**
		USN-2	As a user, I can register for the application through Facebook	I can register & access the dashboard with Facebook Login	**Low**	**Sprint-2**

	Login	**USN-3**	As a user, I can log into the application by entering email & password	I can login in application by entering email & password	**High**	**Sprint-3**
		USN-4	As a user, I can manage my login credentials	I can login to credentials	**Medium**	**Sprint -1**
	Dashboard	**USN-5**	As a user, I can view pre-built dashboards that provide insights into key sales metrics.	I can view dashboards	**Low**	**Sprint-2**
		USN-6	As a user, I can filter dashboard components to focus on specific data subsets. ·	I can filter dashboard components	**Medium**	**Sprint-1**
Customer(Web User	**Login**	**USN-7**	As a user, I can log in to as a customer web user, I can register for events or webinars	I can login as a customer web user, I can register for events or webinars.	**Medium**	**Sprint-1**

	Registration	**USN-8**	As a user, I can register for events or webinars	I can register for events or webinars	**High**	**Sprint-3**
Customer Care Executive	**Access**	**USN-9**	As a user, I can access customer	I can access customer records to view	**High**	**Sprint-3**

			records to view their history, interactions, and previous cases	their history, interactions, and previous cases		
	Assign	**USN-10**	As a user, I can assign cases to other team members. •	I can assign cases to other team members.	**Medium**	**Sprint-1**

3.4 Technology Stack:

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2
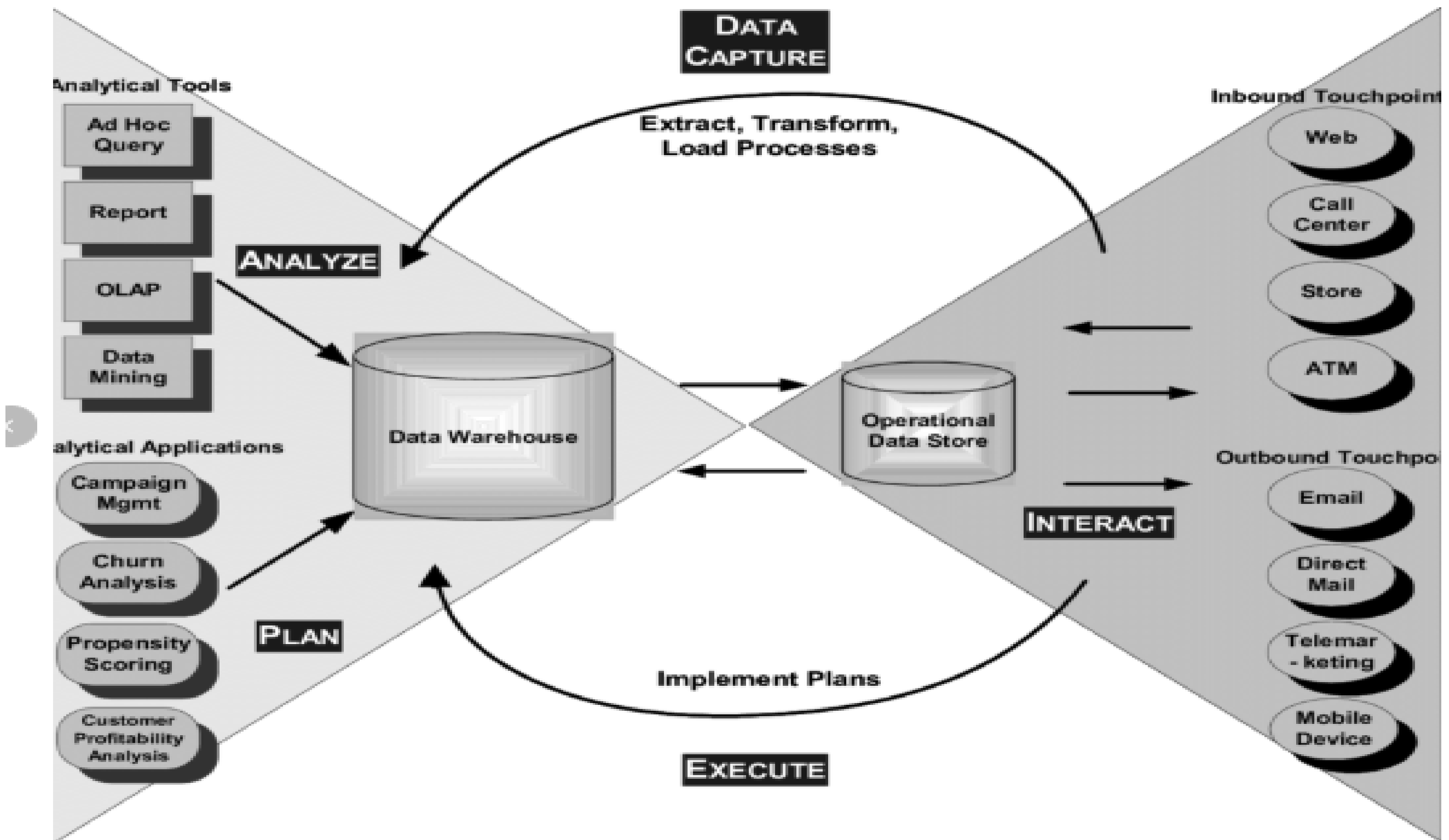
CRM Technical Architecture

S.No	Component	Description	Technology
1.	User Interface	Web/Mobile interface for CRM access.	React.js, Angular, Vue.js, HTML5, CSS3, JavaScript, React Native, Flutter
2.	Customer Management API	Manages customer data and interactions.	Python (Django/Flask), Node.js (Express), Java (Spring Boot), REST, GraphQL
3.	Inventory Management API	Tracks and manages jewelry inventory	Java (Spring Boot), .NET Core, Python, PostgreSQL, MySQL, Barcode/RFID SDKs
4.	Order Management API	Handles order processing and fulfillment.	Node.js (Express), Python (Django), Payment/Shipping APIs, WebSockets
5.	Database (Core)	Stores primary CRM data.	PostgreSQL, MySQL, MariaDB, SQL Server
6.	Database (Analytics)	Stores data for reporting and analysis	Amazon Redshift, Google BigQuery, Snowflake, Azure SQL Database
7.	File Storage	Stores images and documents.	Amazon S3, Azure Blob Storage, Google Cloud Storage
8.	Payment Gateway API	Processes online/in-store payments.	Stripe API, PayPal API, Square API
9.	Shipping API	Integrates with shipping providers	FedEx API, UPS API, USPS API, DHL API

S.No		Description	Technology
10.	Machine Learning	Provides predictive analytics.	Python (Scikit-learn, TensorFlow), Cloud ML Platforms (SageMaker, Google AI, Azure ML)
11.	Infrastructure	Hosts the CRM application	AWS (EC2, Lambda), Azure (VMs, Functions), GCP (Compute Engine, Functions), Docker, Kubernetes, Nginx, Apache

S.No	Characteristics	Description	Technology
1.	Granular Inventory Management	Beyond simple stock counts, it tracks individual pieces with detailed attributes (gemstone specifics, metal purity, etc.).	Cloud-Based Platforms
2.	Sophisticated Customer Profiling	Captures detailed purchase histories, preferences, and significant life events	Advanced Database Systems
3.	Integrated Sales and POS Functionality:	Handles complex sales transactions, including custom orders, layaways, and financing.	Mobile Integration
4.	Targeted Marketing and Communication	Allows for highly targeted marketing campaigns based on customer preferences and purchase history.	E-commerce Connectivity
5.	Enhanced Security and Compliance	Protects sensitive customer and financial data.	CRM and Marketing Automation Tools

4. PROJECT DESIGN:

4.1 Problem Solution Fit:

Problem-Solution Fit canvas

Purpose / Vision

Version

1. CUSTOMER SEGMENT(S) `CS`

Retail jewelry stores (both brick-and-mortar and online)

Independent jewelers and designers

Jewelry wholesalers

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

Budget limitations,Return on investment uncertainty,Lack of technical expertise, Limited time for implementation and training

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

Pros:

Low initial cost,Simple to start.

Cons:

Highly inefficient and time-consuming,Prone to errors and data loss.

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

Difficulty managing and organizing customer data.

Inability to personalize customer interactions.

Missing opportunities for follow-up and customer

9. PROBLEM ROOT / CAUSE `RC`

Customers expect personalized service and seamless interactions.

Manage customer relationships effectively.

Optimize sales and marketing efforts

7. BEHAVIOR + ITS INTENSITY `BE`

A primary function is to consolidate all customer information (contact details, purchase history, preferences, etc.) into a single, accessible database.

3. TRIGGERS TO ACT `TR`

Customer birthdays, anniversaries, or special

4. EMOTIONS BEFORE / AFTER `EM`

Frustration: Experiencing irritation with inefficient processes

After:

Initial Relief, Increased Confidence

10. YOUR SOLUTION `SL`

Current "Solutions" (Pre-Jewel CRM)

Customer Data Management,Sales Tracking

Jewel CRM Canvas and Solution

Customer Segments,Customer Relationships

Data Centralization,Insightful Analytics

Data security and privacy must be top priorities

8. CHANNELS of BEHAVIOR `CH`

ONLINE

Customers explore online jewelry catalogs, viewing product images, descriptions, and pricing.

OFFLINE

Customers physically visit the jewelry store to browse, try on jewelry, and make purchases

4.2 Proposed Solution :

Phase Proposed Solution Template

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Fragmented customer data, inefficient inventory management, lack of personalized customer experiences, difficulty tracking customer preferences, missed sales opportunities, and challenges in building long-term customer relationships within the jewelry retail industry.
2.	Idea / Solution description	A comprehensive Customer Relationship Management (CRM) system tailored for the jewelry industry. It will centralize customer data, integrate inventory management, provide personalized communication tools, track customer preferences, automate marketing campaigns, and offer detailed analytics. The system will support both online and offline customer interactions, ensuring a 360-degree view of each customer.
3.	Novelty / Uniqueness	* **Integrated Omnichannel Experience:** Seamlessly merging online (website, social media) and offline (in-store, events) data for a unified customer profile. * **AI-Powered Personalization:** Utilizing AI to analyze customer data and provide highly personalized product recommendations and marketing messages. * **Visual Inventory Integration:** Allowing for high quality images of inventory to be linked directly to customer profiles, showing customers items they may like. * **Custom Design Management:** Tools for managing custom jewelry design processes, including visual mockups, client approvals, and production tracking. * **Gemstone and Metal Tracking:** Detailed tracking of gemstone and metal inventory, including certifications and provenance.
4.	Social Impact / Customer Satisfaction	* Enhances customer satisfaction by providing personalized and efficient service. * Builds stronger customer relationships, fostering loyalty and repeat business. * Improves transparency and trust by providing detailed information about jewelry provenance and quality. * Empowers small jewelry businesses to compete with larger retailers through advanced CRM capabilities
5.	Business Model (Revenue Model)	* Enhances customer satisfaction by providing personalized and efficient service. * Builds stronger customer relationships, fostering loyalty and repeat business. * Improves transparency and trust by providing detailed information about jewelry provenance and quality. * Empowers small jewelry businesses to compete with larger retailers through advanced CRM capabilities
6.	Scalability of the Solution	* Cloud-based architecture allows for easy scaling of resources to accommodate growing user bases and data volumes. * Modular design enables the addition of new features and functionalities as needed. * API integrations facilitate seamless connectivity with other business systems. * The system can be deployed globally, supporting multiple languages and currencies.

4.3 Solution Architecture:
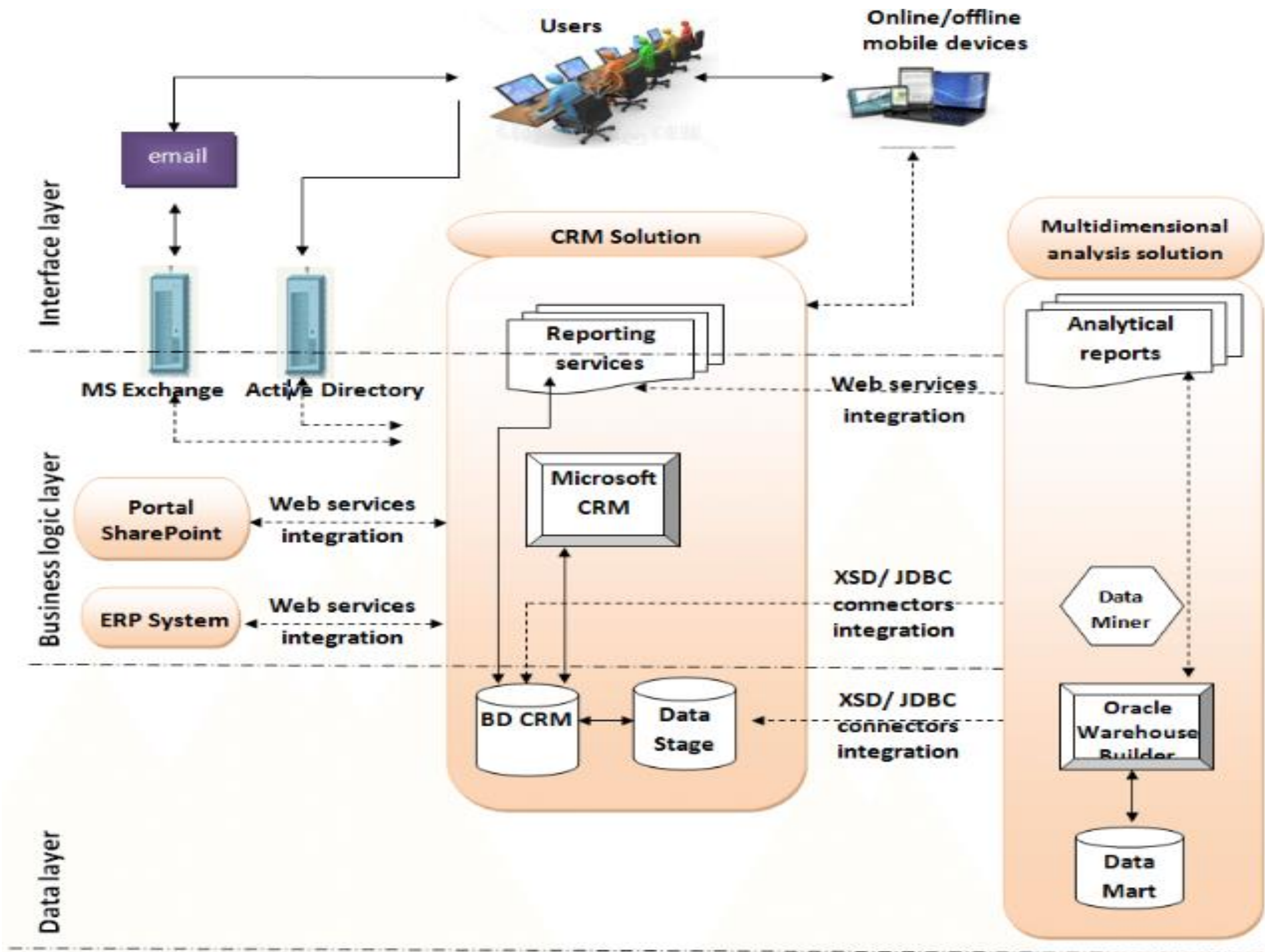
5. PROJECT PLANNING & SCHEDULING:

5.1 Project Planning:

Project Planning Template (Product Backlog, Sprint Planning, Stories, Story points)

Sprint	Functional Requirement (Epic)	User Story Number	User Story/Task	Story points	Priority	Team Members
Sprint-1	Registration	USN-1	As a user, I can register for the application through Gmail	2	Medium	Chippagiri Mahaboob bee Gunda Gowripriya
Sprint-2		USN-2	As a user, I can register for the application through Facebook	1	Low	Dabbara Samatha Pavan kumar
Sprint-3	Login	USN-3	As a user, I can log into the application by entering email & password	2	High	Nandkishore
Sprint-1		USN-4	As a user, I can manage my login credentials	2	Medium	Dabbara Samatha
Sprint-2	Dashboard	USN-5	As a user, I can view pre-built dashboards that provide insights into key sales metrics.	1	Low	Pavan Kumar
Sprint-1		USN-6	As a user, I can filter dashboard components to focus on specific data subsets.	2	Medium	Gunda Gowripriya
Sprint-1	Login	USN-7	As a user, I can log in to as a customer web user, I can register for events or webinars	2	Medium	Chippagiri Mahaboob bee

Sprint	Functional Requirement (Epic)	User Story Number	User Story/Task	Story points	Priority	Team Members
Sprint-3	Registration	USN-8	As a user, I can register for events or webinars	1	High	Nandkishore
Sprint-3	Access	USN-9	As a user, I can access customer records to view history, interactions, and previous cases their	2	High	Pavan Kumar
Sprint-1	Assign	USN-10	As a user, I can assign cases to other team members.	1	Medium	Chippagiri Mahaboob bee

Project Tracker, Velocity & Burndown Chart:

Sprint	Total Story Points	Duration	Sprint Start Date	Sprint End Date (Planned)	Story Points Completed (as on Planned End Date)	Sprint Release Date (Actual)
Sprint-1	16	30days	10-02-2025	19-02-2025	16	14-02-2025
Sprint-2	16	30 days	20-02-2025	29-02-2025	16	25-02-2025
Sprint-3	16	30days	30-02-2025	09-03-2025	16	05-03-2025

$$AV = \frac{\text{Sprint Duration}}{} = 30/16 = 1.87 = 2$$

6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing:

Model Performance Test

Test Scenarios & Results

Test Case ID	Scenario (What to test)	Test Steps (How to test)	Expected Result	Actual Result	Pass/Fail
FT-01	Text Input Validation (e.g., topic, job title)	Enter valid and invalid text in input fields	Valid inputs accepted, errors for invalid inputs	Got a Valid inputs accepted, and errors for invalid inputs	Pass
FT-02	Number Input Validation (e.g., word count, size, rooms)	Enter numbers within and outside the valid range	Accepts valid values, shows error for out-of-range	It accepts valid values and shows error for out-of-range	Pass
FT-03	Content Generation (e.g., blog, resume, design idea)	Provide complete inputs and click "Generate"	Correct content is generated based on input	We got a Correct content is generated based on input	Pass
FT-04	API Connection Check	Check if API key is correct and model responds	API responds successfully	It Responed successfully	Pass
PT-01	Response Time Test	Use a timer to check content generation time	Should be under 3 seconds	We got a error like it Should be under 3 seconds	Fail
PT-02	API Speed Test	Send multiple API calls at the same time	API should not slow down	We got API should not slow down	Fail
PT-03	File Upload Load Test (e.g., PDFs)	Upload multiple PDFs and check processing	Should work smoothly without crashing	It Should work smoothly without crashing	Fail

7. RESULTS:

7.1 Output Screenshots:

Jewel Customer
Maha

New Contact Edit New Opportunity

Related **Details**

Customer name
Maha

Owner
Maha Team SSGS

Phone
09876543210

Street
tilak Nagar

Email
gundagowripriya@gmail.com

City
Guntakal

State
Andhra Pradesh

Country
India

Zip/Postal code
515801

Created By
Maha Team SSGS, 26/02/2025, 4:05 pm

Last Modified By
Maha Team SSGS, 26/02/2025, 9:57 pm

Setup Home Object Manager

SETUP > OBJECT MANAGER
Jewel Customer

Details
Fields & Relationships
Page Layouts
Lightning Record Pages
Buttons, Links, and Actions
Compact Layouts
Field Sets
Object Limits
Record Types
Related Lookup Filters
Search Layouts
List View Button Layout
Restriction Rules
Scoping Rules
Object Access
Triggers

Details

Edit Delete

Description

API Name
Jewel_Customer__c

Custom
✓

Singular Label
Jewel Customer

Plural Label
Jewel Customers

Enable Reports
✓

Track Activities

Track Field History

Deployment Status
Deployed

Help Settings
Standard salesforce.com Help Window

SETUP > OBJECT MANAGER
Billing

Details

Fields & Relationships

Page Layouts

Lightning Record Pages

Buttons, Links, and Actions

Compact Layouts

Field Sets

Object Limits

Record Types

Related Lookup Filters

Search Layouts

List View Button Layout

Restriction Rules

Scoping Rules

Object Access

Billing Custom Field
Gold/Silver Price
Back to Billing

Help for this Page

Custom Field Definition Detail   Edit | Set Field-Level Security | View Field Accessibility | Where is this used?

Field Information

Field Label	Gold/Silver Price	Object Name	Billing
Field Name	Gold_Silver_Price		
API Name	Gold_Silver_Price__c		
Description			
Help Text			
Data Owner			
Field Usage			
Data Sensitivity Level			
Compliance Categorization			
Created By	Maha Team SSGS, 26/02/2025, 2:10 pm	Modified By	Maha Team SSGS, 26/02/2025, 2:10 pm

Formula Options

Data Type	Formula ₹ᵒ
Decimal Places	2

IF(ISPICKVAL(Item__r.Item_Type__c ,"Gold"), Item__r.Gold_Price__c , Item__r.Silver_Price__c)

📋 Report: Billings
Billings with item and Customer order

Total Records
3

	Billing: Billing Name ▼
1	Billing-01
2	Billing-02
3	Billing-05

8. ADVANTAGES & DISADVANTAGES:

Advantages:

- **Enhanced Customer Relationship Management:**
  - Jewelry is often a high-value, personal purchase. A CRM allows for detailed customer profiles, tracking preferences, purchase history, and special occasions. This enables highly personalized service, fostering loyalty.
  - It helps in remembering customer preferences, ring sizes, gemstone preferences etc.
- **Improved Inventory Management:**
  - Jewelry businesses deal with valuable, unique items. A CRM can provide real-time inventory tracking, reducing the risk of loss or theft.
  - It helps with tracking items on consignment, or items out for repair.
  - It can also help with tracking the materials used in each piece of jewelry.
- **Increased Sales and Marketing Effectiveness:**
  - CRMs enable targeted marketing campaigns based on customer demographics and purchase history.
  - It aids in sales forecasting and identifying trends, allowing businesses to optimize their offerings.
  - It can help in managing clienteling, and keeping track of customer interactions.
- **Streamlined Operations:**
  - Automation of tasks, such as appointment scheduling and follow-up emails, saves time and improves efficiency.
  - Centralized data access improves communication and collaboration among staff.
  - It can integrate with point of sale systems, simplifying transactions.
- **Data-Driven Insights:**
  - CRMs provide valuable data on customer behavior, sales performance, and marketing effectiveness, enabling informed decision-making.

Disadvantages:

- **Implementation Costs:**
  - CRM software can be expensive, especially for small businesses.
  - Costs include software licenses, hardware, and implementation fees.
- **Training and Adoption:**
  - Employees may require training to use the CRM effectively.
  - Resistance to change can hinder adoption.
- **Data Security and Privacy:**
  - CRMs store sensitive customer data, which must be protected from breaches.
  - Compliance with data privacy regulations is essential.
- **Integration Challenges:**
  - Integrating a CRM with existing systems can be complex and time-consuming.
- **Potential for Over-Reliance:**

o Over-reliance on technology can diminish the personal touch that is crucial in the jewelry industry.

o Bad data input can cause many problems.

•CONCLUSION:

CRM is a software system that helps businesses manage their interactions with customers, clients, and prospects. It provides a centralized platform for managing customer data, communication, and interactions across various touchpoints. CRM enables jewelry businesses to gain a deeper understanding of their customers. By gathering and analyzing customer data, businesses can identify buying patterns, preferences, and behaviors. This insight allows businesses to tailor their marketing and sales efforts to meet the specific needs and wants of their customers.

CRM refers to Customer Relationship Managment It is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple to improve Business relationships. A CRM system helps companies stay connected to customers, streamline processes & improve Profitability. Jewelry businesses face a multitude of challenges, from fierce competition to changing consumer preferences and limited budgets for marketing and advertising. It can be a tough market to navigate, but the good news is that implementing a customer relationship management (CRM) system can help overcome many of these challenges.

One of the biggest challenges facing jewelry businesses is the need to stay relevant and top of mind with customers. With so many options available, consumers are easily distracted and can quickly forget about your brand. A CRM system can help you stay top of mind by enabling you to communicate with customers on a regular basis and provide personalized recommendations based on their preferences. Another challenge is managing inventory and ensuring that you have the right products available at the right time. A CRM system can help you keep track of inventory levels and alert you when products are running low or need to be restocked. This can help you avoid lost sales due to out-of stock items and ensure that you always have a variety of products available to meet customer demand.

Finally, jewelry businesses face the challenge of attracting new customers and retaining existing ones. A CRM system can help you identify customer segments and target them with personalized marketing messages that resonate with their specific interests and preferences.

10. FUTURE SCOPE:

The future of Jewel CRM, like all CRM systems, is closely tied to technological advancements and evolving consumer behaviors. Here's a look at the key trends shaping its future scope:

1. Enhanced Personalization and AI:

• **AI-driven customer insights:**

- AI will enable deeper analysis of customer data, predicting preferences, and providing highly personalized recommendations.
- This could include AI-powered virtual try-on experiences, where customers can see how jewelry looks on them before purchasing.

- **Personalized marketing automation:**
  - AI will automate personalized marketing campaigns based on individual customer behavior and preferences.
  - This means more targeted emails, social media ads, and promotions.

2. Omnichannel Integration:

- **Seamless online and offline experiences:**
  - Jewel CRM will need to integrate seamlessly with e-commerce platforms, social media, and physical stores.
  - Customers expect a consistent experience regardless of how they interact with a jewelry brand.
- **Mobile-first approach:**
  - CRM systems will be optimized for mobile devices, allowing sales staff to access customer information and manage transactions on the go.

3. Data Analytics and Reporting:

- **Predictive analytics:**
  - CRMs will use predictive analytics to forecast sales trends, identify potential risks, and optimize inventory management.
  - This will help jewelry businesses make more informed decisions.
- **Real-time dashboards:**
  - Interactive dashboards will provide real-time insights into key performance indicators, such as sales, customer engagement, and inventory levels.

4. Cloud-Based Solutions:

- **Increased accessibility and scalability:**
  - Cloud-based CRMs will offer greater accessibility, allowing businesses to access their data from anywhere.
  - They will also provide scalability, allowing businesses to easily adapt to changing needs.
- **Improved collaboration:**
  - Cloud-based solutions will facilitate collaboration among staff members, regardless of their location.

5. Focus on Sustainability and Ethical Sourcing:

- **Tracking ethical sourcing:**
  - CRMs will play a role in tracking the ethical sourcing of gemstones and precious metals.
  - This will help jewelry businesses meet the growing demand for sustainable and responsible products.

- **Providing transparency:**
  - CRM systems will be used to provide customers with detailed information about the origin and ethical sourcing of their jewelry.

11. APPENDIX

GitHub & Project Demo Link:

https://github.com/mahaboobe2004/Mahaboob-Bee-Team-Documentation/commits/main/

https://drive.google.com/drive/u/3/folders/11EM3ldpp92fcN3FqeOB9ynzztg3JwdIa