

Project Design Phase

Proposed Solution

Date	01 NOV 2025
Team ID	NM2025TMID04631
Title	CRM Application For Jewel Customer (Developer)
Maximum Marks	10 Marks

1. Overview

The proposed solution is a **comprehensive CRM system** designed specifically for jewelry businesses to **streamline customer management, order processing, inventory tracking, billing, and communication**. The system will serve as a single platform for sales executives, store managers, inventory managers, and customers, enhancing operational efficiency and customer satisfaction.

2. Objectives of the Proposed Solution

1. Centralize customer data for easy access and personalized service.
 2. Automate follow-ups, reminders, and notifications to improve customer engagement.
 3. Streamline billing, payment tracking, and invoicing processes.
 4. Provide real-time inventory visibility and alerts for stock management.
 5. Enable order tracking for customized and standard jewelry items.
 6. Facilitate integrated communication channels (SMS, email, app notifications).
 7. Capture and analyze customer feedback for continuous service improvement.
 8. Provide reports and dashboards for decision-making and business insights.
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3. Key Features / Functionalities

Module	Features	Benefits
Customer Management	Centralized profiles, purchase history, preferences, VIP tagging	Personalized service, quick access to customer data

Module	Features	Benefits
Order Management	Track orders, customization requests, delivery status	Faster order fulfillment, reduced errors, improved satisfaction
Billing & Payment	Automated invoices, payment reminders, integration with accounting	Reduced errors, timely payments, financial clarity
Inventory Management	Real-time stock updates, low-stock alerts, item categorization	Avoid stock-outs, optimize inventory, ensure availability
Communication	SMS, email, push notifications, personalized offers	Better engagement, marketing opportunities, increased retention
Analytics & Reporting	Sales reports, customer segmentation, trend analysis	Informed decision-making, business growth insights
Feedback & Reviews	Customer feedback capture and analysis	Continuous improvement, increased customer satisfaction

4. Technology Approach

- **Database:** Centralized relational database to store customer, order, inventory, and billing information.
- **Web/Mobile Access:** CRM accessible via desktop and mobile devices for real-time updates.
- **Automation:** Workflow automation for reminders, notifications, and reporting.
- **Integration:** APIs for accounting software, SMS/email services, and payment gateways.
- **Security:** Role-based access control, data encryption, and backup systems.

5. Expected Outcomes

- Improved customer retention and loyalty through personalized service.
- Reduced manual errors and faster business operations.
- Increased sales through timely follow-ups and marketing campaigns.
- Better inventory management and optimized stock levels.

