

PROBLEM-SOLUTION

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| Date | 31 OCTOBER 2025 |
| Team ID | NM2025TMID04251 |
| Project Name | CRM Applicaton for Jewel Management-(Developer) in Salesforce |
| Maximum Marks | 2 Marks |

Problem – Solution Fit:

The **Problem–Solution Fit** ensures that the problem identified truly represents a need within the jewelry retail industry, and that the proposed CRM-based solution directly addresses that need through automation, efficiency, and improved business intelligence.

It helps developers and business owners identify behavioral patterns of jewelry customers, track pain points in sales and billing processes, and recognize what digital transformation strategies work best for their business.

Purpose:

- ☐ To digitize jewelry business operations by eliminating manual processes such as customer data entry, pricing, and billing.
- ☐ To enhance customer relationship management through centralized and accessible records.
- ☐ To improve accuracy and efficiency in billing and stock management using Salesforce automation tools.
- ☐ To provide real-time dashboards for performance tracking and sales analytics.
- ☐ To ensure scalability, security, and business continuity through a cloud-based CRM system.

Template:

The project “**CRM Application for Jewel Management**” addresses major operational gaps in traditional jewelry store management, where most business data is recorded manually, leading to inefficiency, inaccuracy, and limited customer insights.

By implementing a **Salesforce-based CRM system**, the project introduces automation for billing, inventory, and pricing updates. It allows business owners and staff to manage customer relationships effectively while reducing human errors.

This solution ensures:

- **Centralized data management** for customers, items, and pricing.
- **Automated workflows** for billing generation and rate updates using record-triggered flows.
- **Real-time dashboards** to monitor sales trends and business performance.
- **Enhanced data security** through roles, profiles, and permission sets.

Overall, this project delivers a smart, cloud-based management platform that transforms how jewelry businesses handle customer interactions and sales processes. It bridges the gap between traditional operations and digital efficiency, ensuring transparency, accuracy, and customer satisfaction.