

## PROPOSED-SOLUTION

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

### **Proposed Solution:**

S.No.	Parameter	Description
1.	<b>Problem Statement (Problem to be solved)</b>	In jewelry businesses, managing customers, items, and billing manually leads to inefficiencies, pricing errors, and lack of centralized control. Without a CRM, customer data is scattered, billing is inconsistent, and performance tracking becomes difficult.
2.	<b>Idea / Solution Description</b>	A Salesforce-based CRM application is developed to automate jewelry management processes. It allows users to manage customer records, item details, price updates, and billing through custom objects and record-triggered flows. The system provides real-time dashboards for analytics and ensures data security through roles and permissions.
3.	<b>Novelty / Uniqueness</b>	This project uniquely integrates jewelry business operations into a single cloud-based CRM platform. It eliminates manual data entry, automates billing, and provides predictive insights using Salesforce reports and dashboards without any external integrations.
4.	<b>Social Impact / Customer Satisfaction</b>	The solution improves business transparency, enhances customer experience, and reduces service delays. Customers receive accurate billing and personalized service, leading to higher satisfaction and long-term loyalty.
5.	<b>Business Model</b>	The system can be offered as a CRM-as-a-Service for

## S.No. Parameter

### (Revenue Model)

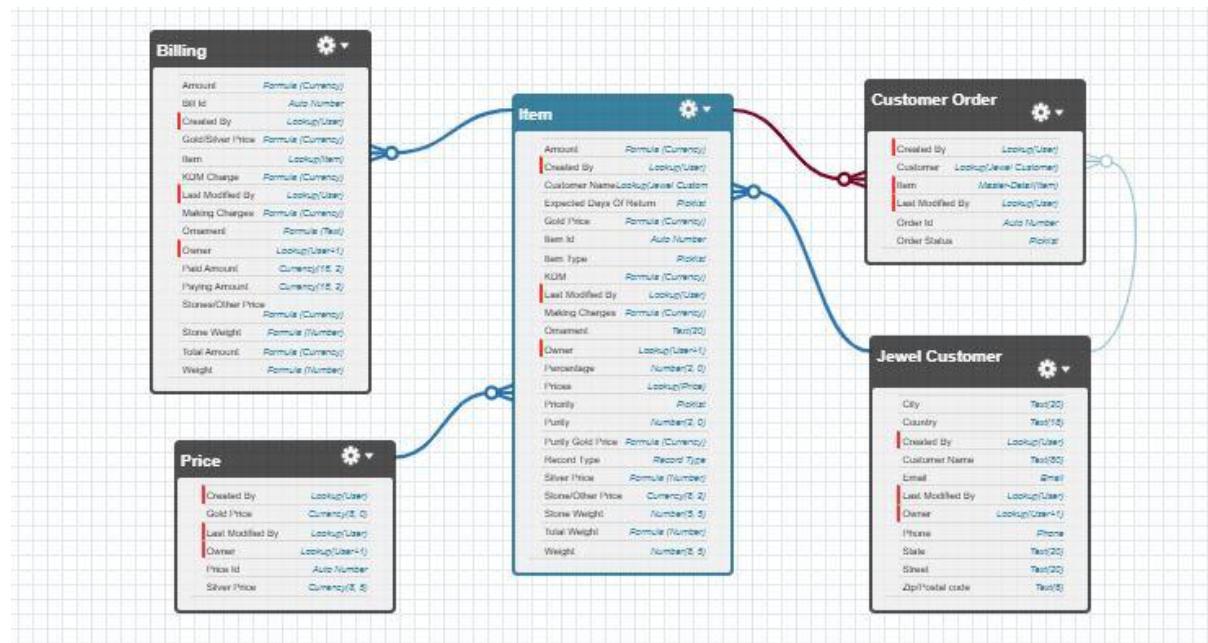
## 6. Scalability of the Solution

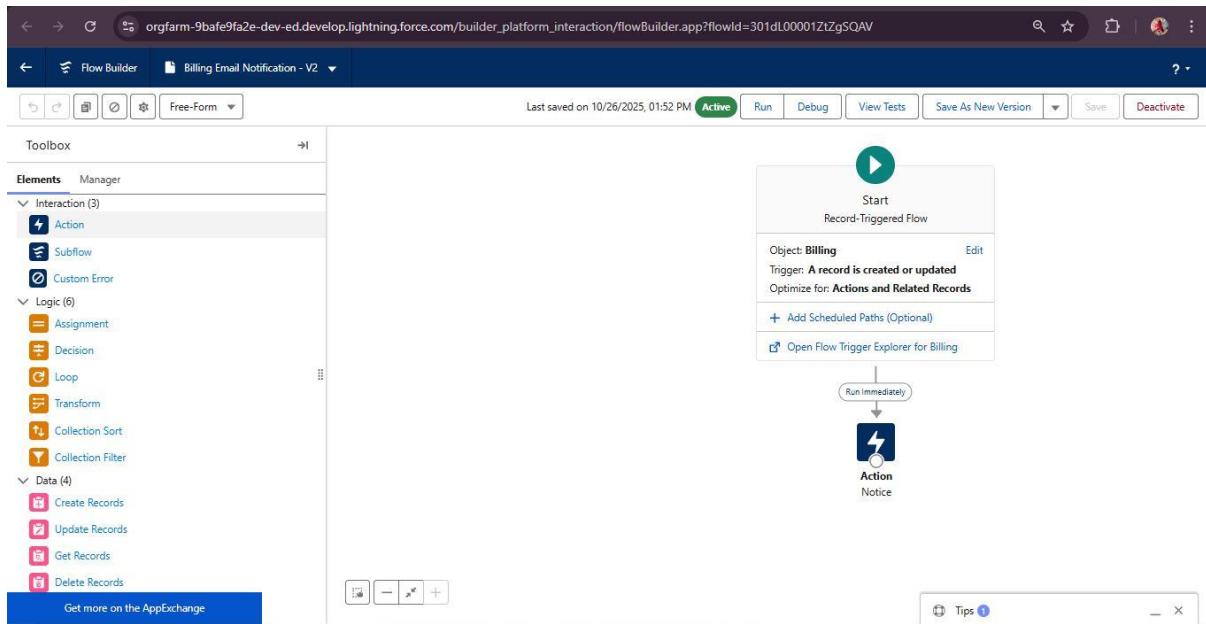
## Description

jewelry retailers. It helps save operational costs, reduce data redundancy, and boost sales efficiency — offering both business and customer value.

The CRM model can be expanded to include modules like supplier management, online sales integration, loyalty programs, and AI-driven sales predictions. Its low-code design ensures easy customization and scalability for large enterprises.

## Reference:





## Solution Description:

The **CRM Application for Jewel Management** is designed to transform traditional jewelry business operations into an automated and data-driven system. Built on the **Salesforce Lightning Platform**, it manages the entire jewelry sales lifecycle — from customer onboarding to billing and analytics.

A set of **custom objects** (Customer, Item, Price, and Billing) forms the core of the system. **Record-triggered flows** handle real-time updates such as price changes, invoice creation, and relationship mapping. The solution also features **role-based access controls** to ensure security and compliance within the organization.

By digitizing these workflows, the system eliminates redundant manual tasks, reduces billing errors, and enhances operational visibility. **Reports and dashboards** provide management with actionable insights for better decision-making. The platform's scalability allows future integration with payment gateways and AI-powered customer recommendation systems.

This proposed solution delivers an efficient, modern, and reliable CRM framework for jewelry retailers — ensuring automation, customer satisfaction, and sustainable business growth.