

Project Design Phase

Proposed Solution

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| Date | 30 October 2025 |
| Team ID | NM2025TMID06238 |
| Project Name | CRM Application for Jewel Management |
| Maximum Marks | 2 Marks |

Proposed Solution Template

| S.No | Parameter | Description |
|------|---|---|
| 1. | Problem Statement (Problem to be solved) | Jewelry businesses face difficulties in managing customer relationships, tracking orders, and maintaining accurate billing records. Manual processes often lead to data inconsistency, missed follow-ups, and customer dissatisfaction. |
| 2. | Idea / Solution Description | The proposed system is a Salesforce-based CRM Application for Jewel Management that automates customer data handling, order tracking, billing, and follow-up notifications. It allows jewelry stores to efficiently manage customer relationships and improve sales performance. |
| 3. | Novelty / Uniqueness | The system integrates Salesforce automation with real-time dashboards, email templates, and flow-based communication triggers. It enables personalized engagement by tracking customer purchase history and preferences for jewelry categories such as gold, silver, and diamond. |
| 4. | Social Impact / Customer Satisfaction | The CRM enhances customer satisfaction by ensuring timely responses, personalized offers, and transparent order updates. It reduces manual errors, saves time, and improves the relationship between jewelry stores and customers. |
| 5. | Business Model (Revenue Model) | Jewelry retailers and chains can adopt the system on a Software-as-a-Service (SaaS) basis or deploy it in-house using Salesforce licenses, enabling scalability and cost efficiency. |

Conclusion

The CRM Application for Jewel Management successfully demonstrates how Salesforce can be leveraged to streamline jewelry business operations.

By integrating customer management, order tracking, billing automation, and communication workflows, the system transforms traditional manual processes into an efficient digital solution.

This project not only enhances business productivity but also improves customer satisfaction through timely follow-ups, personalized offers, and accurate data management.

The use of Salesforce automation tools, such as flows, dashboards, and email templates, ensures a modern and scalable solution suitable for jewelry retailers of all sizes.

In conclusion, the proposed CRM application empowers jewelry businesses to manage customer relationships more effectively, make data-driven decisions, and build long-term loyalty — leading to sustainable growth and digital transformation in the jewelry industry.

Reference:

Infographic created using Canva and Figma.

Solution Description

The CRM Application for Jewel Management provides a centralized Salesforce-based platform for jewelry store operations. It streamlines customer management, order processing, billing, and reporting within a single interface.

The system maintains detailed records of customers, their purchase history, and jewelry preferences, enabling targeted marketing campaigns and efficient communication. It automates order confirmations, billing emails, and stock updates using Salesforce Flows and Email Templates.

A real-time dashboard helps visualize key metrics such as total sales, popular jewelry categories, and top-performing sales representatives. By digitizing manual processes, the system ensures improved accuracy, faster transactions, and higher customer retention.

This CRM solution empowers jewelry businesses to operate more efficiently, build stronger relationships, and deliver personalized customer experiences.