

Project Design Phase

Solution Architecture

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

Solution Architecture

Goals of the Architecture

- Automate jewelry customer relationship management and order tracking.
- Maintain real-time synchronization between customers, jewelry items, orders, and billing.
- Reduce manual errors in sales, order processing, and follow-up communication.
- Enhance customer experience through automated notifications and data-driven insights.
- Provide clear dashboards for sales, billing, and customer performance analytics.

Key Components

- Customer Table:** Stores details such as customer name, contact information, and purchase history.
- Jewelry Item Table:** Maintains data like item ID, type (gold, silver, diamond), price, and stock availability.
- Order and Billing Tables:** Record customer orders, billing details, payment status, and delivery updates.
- Email & Notification Module:** Automates sending of order confirmations, follow-up messages, and promotional offers.
- Dashboard & Reports:** Displays total sales, top customers, jewelry category trends, and performance metrics.

Development Phases

- Database Design:** Create Salesforce objects and relationships for customers, jewelry items, orders, and billing.

2. **UI Development:** Design a user-friendly Salesforce interface for jewelry store staff to manage daily operations.
3. **Automation Logic:** Implement Salesforce Flows for automated email notifications and order status updates.
4. **Testing & Validation:** Conduct test scenarios for customer onboarding, billing, and notification flows.
5. **Deployment:** Deploy the CRM solution on Salesforce Developer Edition or production environment for real-time use.

Solution Architecture Description

The CRM Application for Jewel Management architecture is designed to provide jewelry businesses with an automated and centralized customer relationship system. It integrates all customer, inventory, and billing information within a Salesforce environment for seamless workflow automation.

The Customer Object connects with the Order and Billing Objects through lookup relationships to ensure smooth data flow and traceability. Automated flows handle email notifications and updates, ensuring consistent communication with clients.

Dashboards and reports visualize business performance — helping managers track best-selling jewelry types, customer activity, and sales progress.

The system promotes efficiency, accuracy, and a personalized experience for every customer, reducing manual workload while improving profitability.

This architecture supports scalability and can be adapted to multiple jewelry outlets or business branches, making it a robust CRM solution for modern jewelry management.

Example:



Customer relationship management application architecture

This slide showcases flow diagram for CRM application architecture for real-time customer management. It includes details such as self-service, internal users, email, gadgets, web server, supplied integrations, etc.



