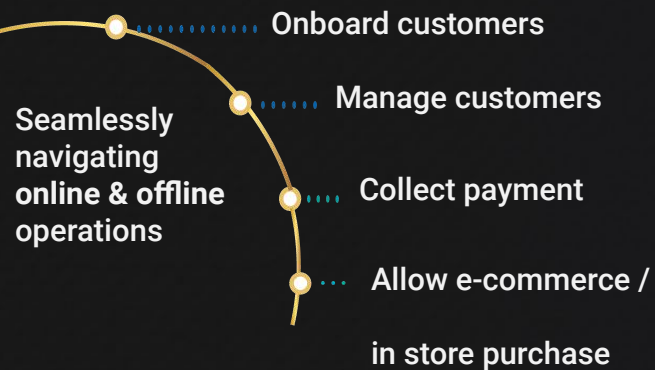


Gold Investment Suit



Gold saving scheme

Gold savings schemes allows people to accumulate gold gradually by making monthly deposits. Similar to bank deposits, these schemes aim to buy gold gradually. People make monthly deposits, and at the end, they can purchase gold with the total saved amount. Instead of interest, jewelers offer a bonus (cash reward or discount) on the final payment, making it an affordable way to acquire gold over time. **Gold savings schemes can help to achieve:**

01

Steady Cash Flow

Monthly customer deposits ensure consistent revenue

02

Customer Loyalty

Builds long-term relationships and brand loyalty

03

Guaranteed Sales

Customers often purchase gold at the end of the savings period.

04

Market Expansion

Attracts a broader customer base

05

Inventory Management

Predictable demand helps manage inventory efficiently

06

Competitive Advantage

Sets jewelers apart from competitors

07

Financial Leverage

Funds collected can be invested or used for expansion

Jewelries with GIS can

Enjoy annual
recurring revenue

3X

Assure increase
in referrals

220%

See 90%
Decrease in
Manual Effort

Get 100%
Enhanced Cash
Collection

Elevate 2X
new customers

Witness a 12X
Increase in
Brand Value

Feel the difference

	Traditional system	Gold Investment Suit (GIS)
Customer Signup	A store visit is a must to sign up into a Gold Scheme.	Users can easily sign up to the Gold Scheme through online portal .
Payment Collection	Customers has to visit stores to make payments.	The users has the ability to make payments through different payment methods .
Reports	There reports are manually made.	Automatic reports are generated based on transactions, schemes, customers etc.
Geography	Limiting the business to a small location.	There is no location limitation .
Customer Profile	Passbook or receipt is provided.	The users can access the customer portal anytime and review the transactions and plan details.
Marketing Opportunities	Limited Opportunities	An online presence enables jewelers to engage in digital marketing efforts, such as email marketing, social media promotions, and search engine optimization .
Notifications	No notifications were sent.	Multiple notifications options like Whatsapp, Email, SMS on different transitions.

The leading brands provide jewellery scheme (online/offline)

We are thrilled to announce the launch of our highly anticipated Gold Investment Suit, an exclusive opportunity for our valued customers to indulge in the elegance of our exquisite jewelry collections. With the Gold Investment Suit, we aim to make luxury accessible to everyone. This innovative program allows you to own our stunning jewelry pieces through a convenient and flexible installment plan. Now, you can effortlessly elevate your style without compromising on your budget.

What we do?

Our services assist jewelers in establishing their **online presence** and seamlessly implementing the gold savings scheme on their websites. This strategic move offers several significant advantages for jewelers:

Jewellery scheme features

✓ With the Gold Investment Suit, we aim to make luxury accessible to everyone.

User registration

Allow users to create accounts on the website to participate in the gold plan.

Account management

Enable account management for users to view their deposit history and account status.

Monthly deposit

Enable users to make monthly deposits as part of the gold savings scheme.

Deposit tracking

Provide a feature for users to monitor their gold savings accumulation.

Payment gateway

Implement secure payment processing for depositing money into the gold savings scheme.

Term & conditions

Outline the gold plan's terms, including tenure, bonuses, and early withdrawal fees

FAQ section

Include a frequently asked questions section to address common queries about the gold plan.

Notifications

Implement automated notifications for deposit reminders, scheme updates, and account alerts.

Bonus calculation

Calculate and display the bonus amount earned based on the user's deposits and scheme rules.

Security measures

Implement robust security features to protect user data and financial transactions.

Mobile responsiveness

Ensure the website is mobile-friendly for users who access it from smartphones and tablets.

Data analytics

Collect and analyze data related to user behavior, deposit trends, and website performance.

Integration with Jeweler's inventory

Enable direct conversion of savings into gold purchases via jeweler's inventory integration, if applicable.

Social sharing

Enable users to share their gold savings achievements or milestones on social media platforms.

In app purchase

This will allow users to purchase ornaments from the Web application.

Quick pay

The customers who already has an account with the gold plan can pay without signing in.

Popular Kerala jeweler's winning strategy with Gold Investment Suite (GIS)

Challenges faced :

Manual processes: Time-consuming and error-prone record keeping.

Limited reach: Restricted customer base due to lack of online presence.

Inconsistent cash flow: Irregular gold purchases leading to revenue fluctuations.

Low customer engagement: Traditional marketing methods failing to connect with customers.



To address these challenges, The Jeweler's adopted GIS

Key Features

User-friendly online portal: Customers could easily sign up and manage their gold savings plans.

Multiple payment methods: Flexibility in payments encouraged more customers to join.

24/7 access: Customers could review their plans and transactions anytime.

Automated reports: Streamlined the management of transactions, schemes, and customer data.

No location limitation: Expanded reach beyond local markets to a national audience.

Digital marketing integration: Enhanced marketing efforts through email, social media, and SEO.

Multiple notification options: Kept customers informed via WhatsApp, email, and SMS

The Jeweler's success story - Results



Revenue growth: 4.3 crore INR to **12 crore** INR (tripled in a year)

The platform's user-friendly interface and appealing scheme features attracted more participants, resulting in a threefold revenue boost within the first year.

Increased cash flow stability: 42 lakh INR to **76 lakh** INR monthly collection (doubled)

The introduction of various payment methods and a well structured savings plan doubled the Jeweler's cash collection.





Enhanced brand value: 12x increase

Leveraging the online platform and digital marketing strategies, enhanced customer engagement & significantly boosted the brand's recognition and worth.

Reduced manual processes: 90% reduction in man-hours
(1240 to 110 man-hours/month)

Automating customer transactions and report generation reduced manual processes & allowed staff to focus on strategic tasks, improving overall operational productivity.



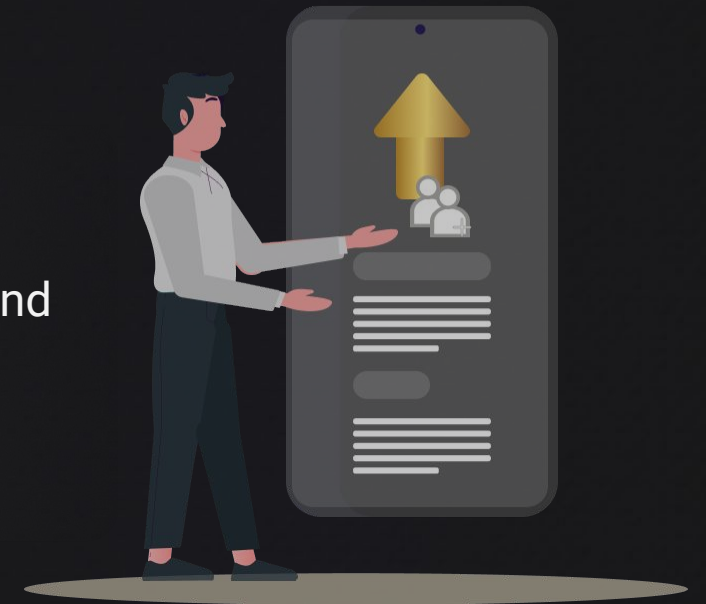


Customer acquisition growth: 1,724 to **3,830** new customers per year (doubled)

The online platform's convenience played a crucial role in reaching potential customers who found it difficult to visit physical stores

Referral boost: **220%** increase in customer referrals

Customer satisfaction with the seamless online experience and the appealing scheme benefits led to a significant increase in referrals.



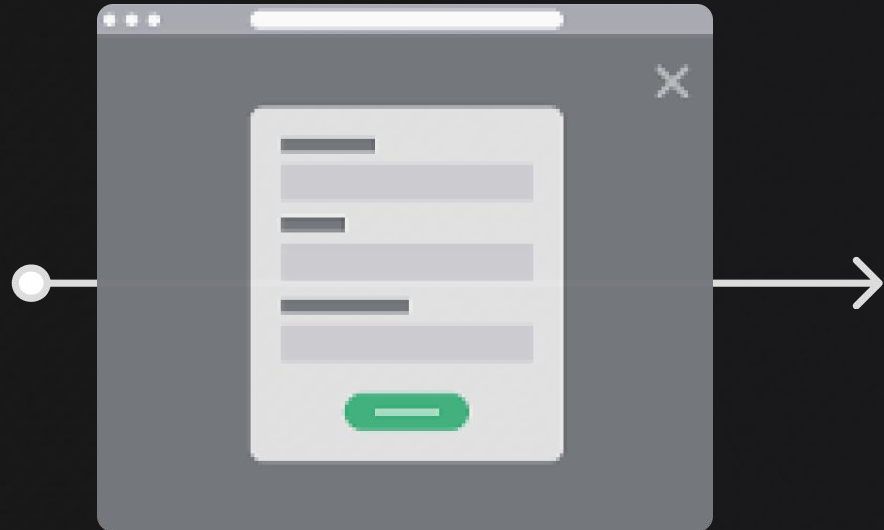
Manage all your gold savings plans with a single, easy-to-use dashboard.

It allows to oversee and adjust their gold investment plans from a centralized platform, ensuring efficiency and ease of access.

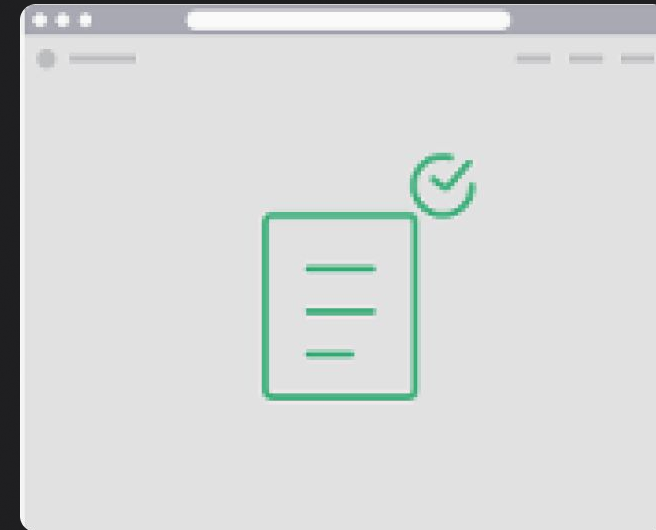


Validate your customers

Registration



Proof submission





Gold Scheme



Manage Scheme

Manage Purchase

Configuration

Reports

Purchase List

Transaction List

Price Settings

Prices

Manage the scheme, users, and reports

The dashboard is really easy to manage the gold schemes, the users and reports of payments, due, completed transactions etc.

Access to important reports

The dashboard is really easy to manage the gold schemes, the users and reports of payments, due, completed transactions etc. Online platform provide valuable data analytics and insights. Jewelers can gain a better understanding of customer behavior, preferences, and trends, which can inform their business strategies and product offerings.

- **Purchase list reports**
- **Transactions list Reports**
- **Customer referral reports**



Referral commission for employees and agents

Context

A jewelry store sought to introduce a commission calculation feature for its employees and agents who assist customers in joining the scheme. This report aims to facilitate the computation of commissions for their endeavors.

Key success factors

Accuracy: Maintain precise, error-free commission calculations to uphold trust and fairness.

Clarity: Offer transparent guidelines for commission processes to boost trust and motivation.

Flexibility: Develop an adaptable system for evolving commission models and business needs

Our solution

The system now incorporates the newly implemented feature, enabling the calculation of commissions and the management of commission percentages directly from the backend.

Collect & track payment online

Different payment modes for customers

Online

Offline



Card Payments



Collect in showroom



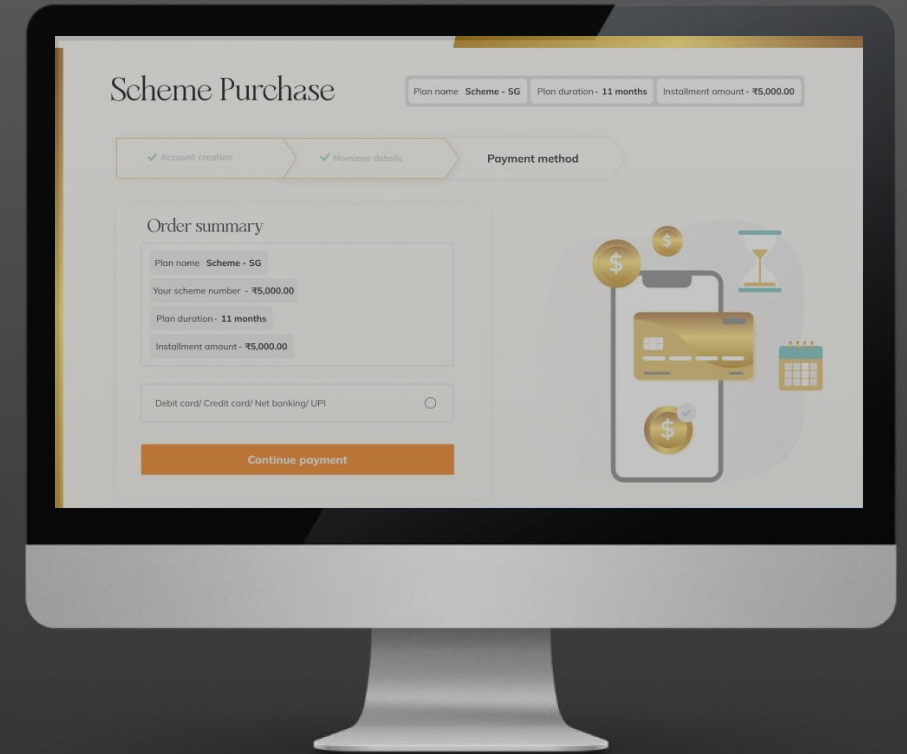
UPI Payments



Through agent

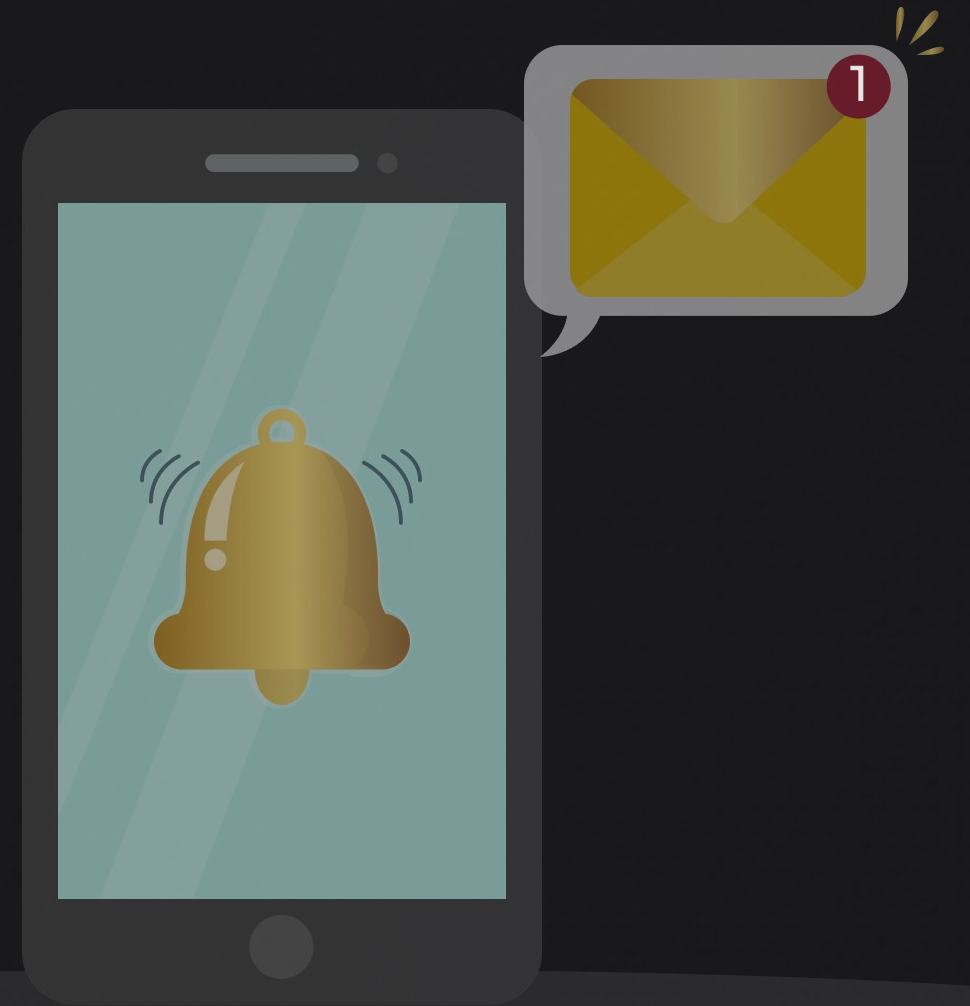


Net Banking

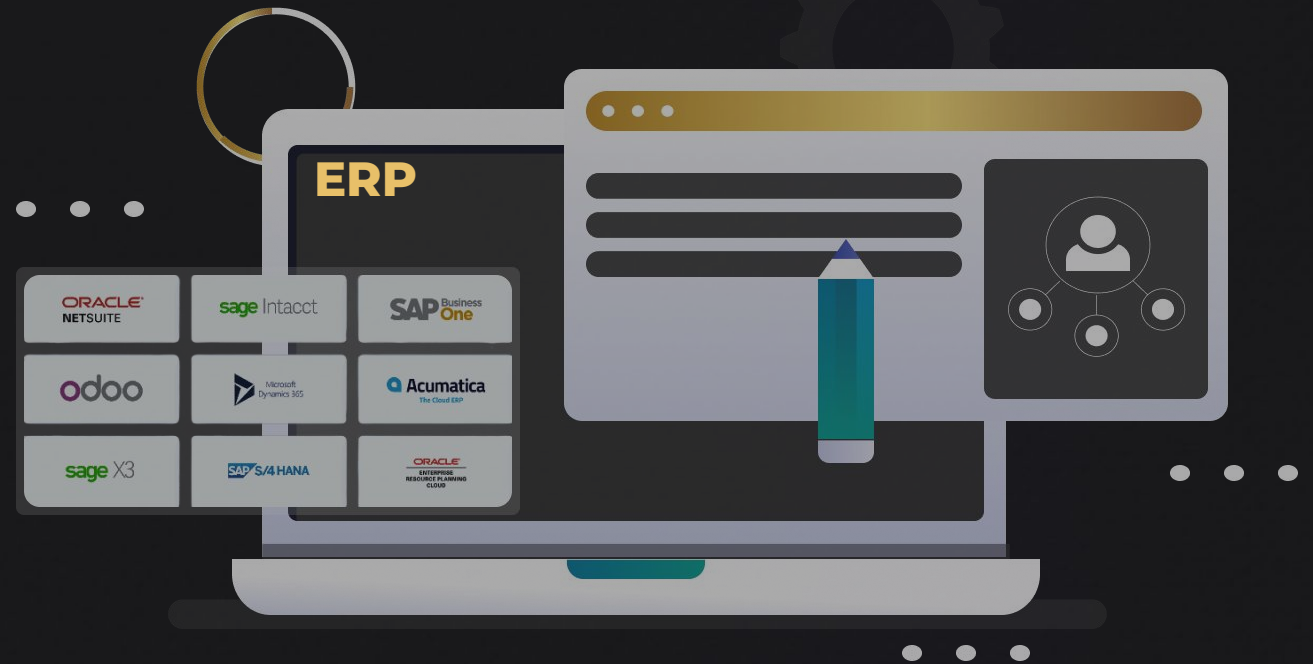


Multi channel notificatios

- Real-time messaging with rich media.
- Universal reach for short, urgent alerts.
- Versatile communication with responsive design.



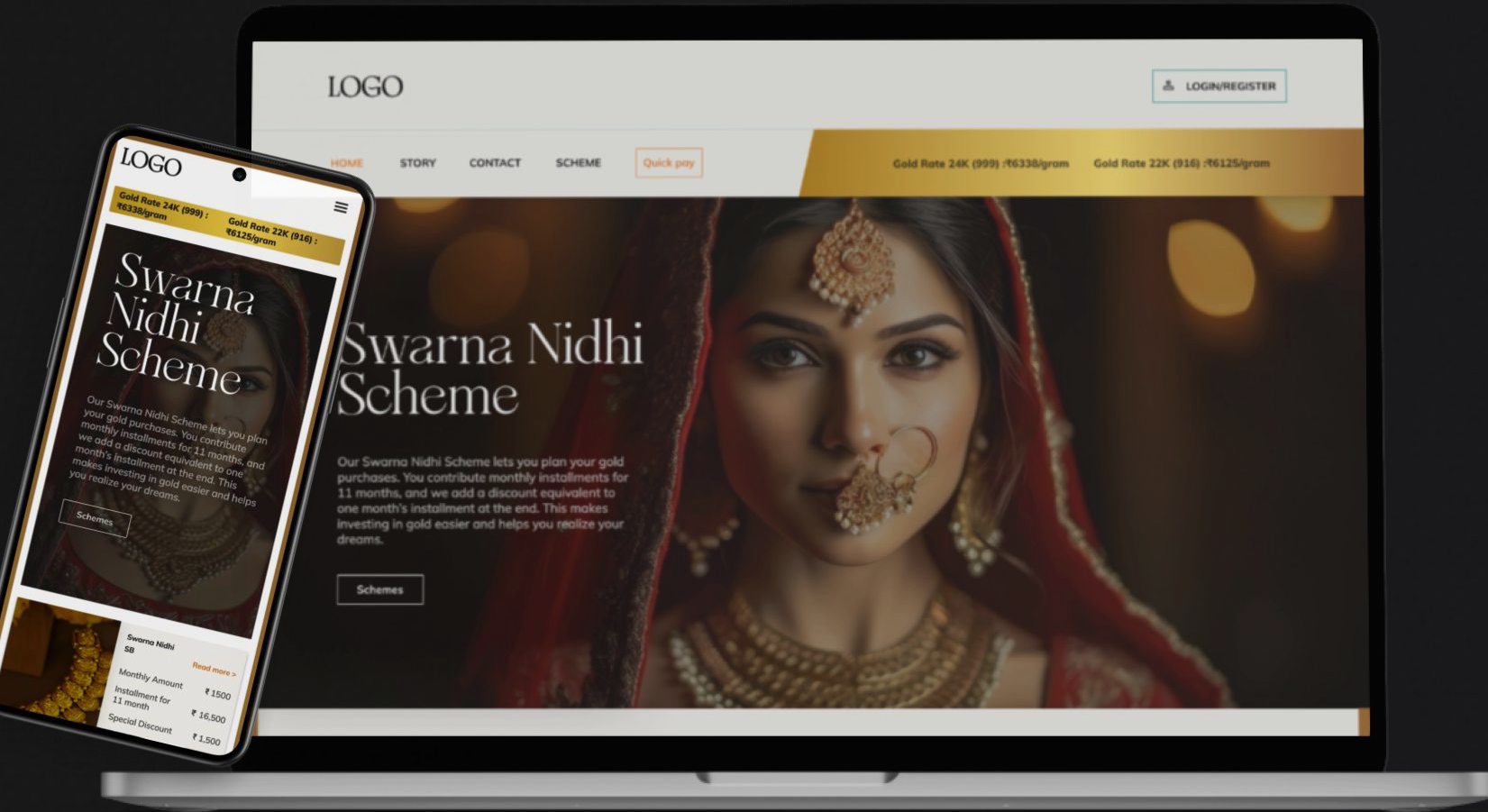
Seamless integration of jewellery scheme with your ERP



The seamless integration of a jewelry scheme with an ERP system involves efficiently incorporating and synchronizing all aspects of jewelry-related processes, such as inventory management, sales, and financial transactions, into the ERP infrastructure. This integration aims to streamline operations, enhance data accuracy, and provide a unified platform for managing both jewelry-specific activities and broader business functions.

Let's explore the interface demo

Presenting a mockup of the proposed user interface, this prototype showcases potential layout and functionality with a design theme that is adaptable to suit specific requirements. The interface is designed for both web and mobile responsiveness, ensuring a seamless user experience across all devices.



[View prototype](#)

Thank you

