

Digital Operations & CRM

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a plan to digitise customer operations — CRM with purchase/warranty history, automated service-due/AMC/warranty-expiry reminders, festive and offer broadcasts, and service-status updates — so retention and after-sales run with less manual effort. Use it to automate CRM/ops. For retention use the After-Sales Customer Retention tool.

Purpose of this tool & output

Automate customer communication and follow-up

How the output is used

Use it to automate customer communication and follow-up — a CRM and digital-operations setup that keeps customers and service on track.

Important cautions

Automate reminders (service-due, AMC, warranty-expiry) and service-status updates to drive retention with less effort — the warranty-expiry-to-AMC/EW conversion alone is valuable. Keep humans for high-value sales and complaints.

Companion documents

- POS / Inventory Software Selection
- Billing & Serial-Tracking System
- Business MIS Dashboard
- Multi-Store Operations
- Store Security & Loss Prevention
- Vendor Payment & Scheme Reconciliation

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.