JEWELLERY & PREMIUM RETAIL

The jeweller who stopped losing the customer who walked out to "think about it"

In jewellery the second visit is the sale. Almost nobody has a system for causing one.

WHO WE ARE

Burhan and Purvansh — we teach every session ourselves

WHO THIS IS FOR

Family jewellery retailer with a showroom in Udaipur

JOBS WE LOOKED AT

7

SKILLS WE TEACH

3

WHAT THE TOOLS COST YOU

₹6,000 – ₹11,000 / month

PREPARED

10 November 2026

A teaching plan, not a sales proposal. We train your staff; we do not sell you software. udaipurai.in

01 Who will teach you

OUR PROFILE



Purvansh Parmar

BUILDER IN RESIDENCE · AI ENGINEERING & SEO

Founder of Food Never Comes. Ships AI products end to end and runs the SEO that brings them traffic — the rare combination of someone who can build the system and then make the internet notice it.

- Building AI tools that actually run
- Automating the work that repeats every week
- Getting found on Google and inside AI answers
- Knowing what it will cost before you commit



Burhan

BUSINESS LEAD · B2B & CORPORATE ROLLOUTS

Runs the business side of Udaipur AI. Spends his week inside other people's companies working out which processes are worth automating and which are not, then leads the rollout that follows.

- Working out which jobs are worth handing to AI
- What works in hotels, coaching, export and clinics
- Pricing AI work and writing the proposal
- Getting a team to actually change how it works

The two of us teach every session ourselves. No rotating bench of freelance trainers and no guest slot — the people in the room are the people doing this work the rest of the week, which is the only reason the examples are real ones.

02 Where your week actually goes

JEWELLERY & PREMIUM RETAIL

A couple spends ninety minutes in the showroom looking at six pieces for a wedding, says they will think about it, and leaves. Nothing is recorded. If they come back it is because they chose to, not because anything the shop did brought them back.

The business has decades of goodwill and no memory. A customer who bought a necklace four years ago walks in and whoever is on the floor that day has no idea who they are or what they bought.

The catalogue is a problem of its own. Thousands of designs exist as photographs in folders and in the senior salesman's head. A customer asking "do you have something like this but lighter" triggers twenty minutes of scrolling on a phone.

And the wedding season is brutally concentrated. The same staff who have idle Tuesdays in July cannot cope in November, and there is no way to scale a showroom floor for six weeks.

03 What your staff do, and what AI can take off them

7 JOBS

Every job the team repeats, timed and sorted into three piles. The third column is the point of the whole exercise: more lines here say keep it human than say hand it over.

THE JOB	TIME	WHAT WE'D DO	WHY
Recording what a visitor looked at	Not happening	AI DOES IT	The highest-value missing data in the business
Post-visit follow-up	3 h/wk	AI DRAFTS IT	Drafted personally, sent by the salesperson who met them
Finding a design in the catalogue	14 h/wk	AI DOES IT	Visual search solves this properly now
Writing design descriptions and social content	9 h/wk	AI DRAFTS IT	Real photography, generated copy and styling
Enquiries on WhatsApp and Instagram	11 h/wk	AI DOES IT	Mostly availability, timings and broad price bands
The showroom conversation	—	KEEP IT HUMAN	A person spending two lakh wants a person. Nothing goes near the floor.
Any quotation of rate, making charge or purity	—	KEEP IT HUMAN	Live gold rate and purity claims are legally and commercially unforgiving

04 What we will teach your team

3 SKILLS

These are not products we sell you. They are the 3 things your own staff learn to put together in the class, on your own systems — so the people who do the work end up owning the thing that does it for them.

01 Showroom memory

What it does for you. Every visit leaves a record — who came, what they looked at, what they said, what the occasion was — in thirty seconds of a salesperson's time.

What your team learns. The salesperson sends a voice note in Hindi after the customer leaves. It is transcribed, structured into a customer record with the pieces viewed, the occasion, the budget signal and the objection, and linked to any prior purchase history. Thirty seconds of talking replaces a form nobody was ever going to fill in.

TOOLS THEY LEARN TO USE

`WhatsApp` `Whisper` `Claude` `n8n` `Airtable`

02 The second visit

What it does for you. A personal, non-templated follow-up two days later that references the exact pieces they saw and the occasion they mentioned.

What your team learns. A draft is generated from the visit record — the actual pieces, with photographs, and a reason to return that fits what they said. It goes to the salesperson who met them, who edits and sends it from their own number. Never automated end to end: in this trade the relationship is the product.

TOOLS THEY LEARN TO USE

`Airtable` `n8n` `Claude` `WhatsApp Business API`

03 Visual catalogue search

What it does for you. "Something like this, but lighter, and in rose gold" returns nine real pieces from the inventory in seconds.

What your team learns. The full catalogue is captured and indexed with a vision model on style, metal, weight band, stone, occasion and era. Staff search by uploading a photograph — including a screenshot from a customer's Pinterest — and get matching inventory with live availability.

TOOLS THEY LEARN TO USE

`Claude Vision` `Vector index` `Airtable` `n8n`

05 What we will teach them not to do

4 TO AVOID

This is the part most people selling AI leave out, and it is the part that decides whether any of it survives the first year. Your team is taught to recognise these for themselves, not just handed the list.

Automated price, rate or purity quotes

Gold rate moves hourly and purity is a legal claim. A model must never state either.

AI-generated jewellery images

Customers buy the photographed piece. A generated variation is a dispute and, with hallmarking, a compliance problem.

Automated follow-up messages

Drafted, yes. Sent by a bot, no — the customer knows the salesperson's name and expects them, not a system.

Anything on the showroom floor

High-value retail is a human craft. The system works behind the counter, never across it.

06 How it benefits you

THE PAYOFF

> **In one line.** Your staff stop spending their week on work a machine can do, and spend it on the work only they can do — without you buying software, hiring anybody, or depending on us after the class ends.

- **Visits with a recorded customer profile** goes from ~0% to **85%+**.
- **Post-visit follow-ups sent** goes from Ad hoc to **90%+ within 48h**.
- **Time to find a design in the catalogue** goes from 12–20 min to **Under 30 sec**.
- **Your own people own it.** They built it, so they can change it when the business changes. Nothing breaks when we leave.
- **Nothing new to buy.** ₹6,000 – ₹11,000 / month — that is the whole running cost, paid to the software, not to us.

- **You find out what not to automate** before you waste money on it. That list is longer than the other one.

MEASURE	BEFORE	AFTER	NOTE
Visits with a recorded customer profile	~0%	**85%+**	Thirty-second voice note per visit
Post-visit follow-ups sent	Ad hoc	**90%+ within 48h**	All human-sent
Time to find a design in the catalogue	12–20 min	**Under 30 sec**	Estimated
Return-visit rate after a non-buying visit	~12%	**18–22%**	Modelled from follow-up effects in premium retail
Peak-season enquiries answered same day	~55%	**95%+**	Estimated

> **These are worked-out figures, not audited client results.** Modelled on footfall-to-conversion patterns in premium retail, catalogue sizes observed in family jewellery businesses, and published model and messaging costs.

07 How the training runs

STAGE	WHEN	WHAT HAPPENS
Audit	Week 1	Shadow the floor through a weekend. Count visits, conversions and what is recorded (nothing).
Enable	Week 2	Sales staff on the voice-note habit — the single behaviour change the whole system depends on.
Build	Week 3–6	Showroom memory first, then follow-up drafting, then catalogue indexing.
Hand over	Week 7	Runbooks, catalogue ownership, 90-day review before wedding season.

> “Placeholder — replace with a real, attributed quote before launch.”
>
> DIRECTOR, FAMILY JEWELLER, UDAIPUR

Start with the ₹199 session

Ninety minutes, open to anyone, no background needed. Bring one job you repeat every week and you will leave having done it with AI yourself. Every course and every fee is on the website.

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