

Project Design Phase

Problem – Solution Fit Template

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Team ID	LTVIP2025TMID31434
Project Name	CRM Application for Jewel Management - (Developer)

Problem – Solution Fit Template for jewel management :

Jewelry businesses face challenges in managing customer relationships, tracking custom orders, and maintaining real-time inventory visibility due to scattered or manual systems. A Salesforce-based CRM application provides a centralized platform tailored for jewel management, enabling businesses to store customer data, automate follow-ups, monitor order progress, and integrate inventory tracking. This solution streamlines operations, reduces manual errors, and improves customer experience by offering personalized service and better communication across teams.

Purpose :

The purpose of this CRM application is to provide an integrated, efficient, and scalable solution for managing customer relationships, orders, and inventory within the jewelry business. Built on the Salesforce platform, the system aims to streamline business operations by centralizing customer data, automating sales and follow-up processes, tracking custom and ready-made orders, and providing real-time inventory visibility. This enables jewelry businesses to enhance customer satisfaction, reduce manual workload, and make informed decisions through data-driven insights.

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS The primary customers are small to mid-sized jewelry store owners, showroom managers, and wholesale jewelers who face challenges in managing customer relationships, tracking inventory, and maintaining consistent communication. These businesses often operate manually and are looking for simple, efficient digital solutions to streamline their sales and service processes.	6. CUSTOMER CONSTRAINTS CC The biggest barriers to CRM adoption are limited technical knowledge, fear of complicated systems, and budget constraints. Many jewelers are hesitant to switch from their familiar manual methods due to concerns over data loss, time required for training, or the perception that CRM is meant for large enterprises only.	5. AVAILABLE SOLUTIONS AS Currently, most jewelers rely on manual alternatives like Excel sheets, notebooks, and basic billing software, which are disconnected and lack intelligence. Some use WhatsApp or social media for communications, but without tracking or CRM functionality. A few attempt using generic CRM tools, but these are either too complex or not suited for jewelry-specific workflows like design catalogs, customer history, or occasion based offers.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Jewelry businesses need to manage customer data, follow up with leads, track sales trends, and personalize the customer experience. Most of them struggle with disorganized systems, forgetting customer preferences, missing follow-up opportunities, and poor tracking of stock availability. These problems result in lost sales and customer dissatisfaction, as well as inefficiency in daily operations.	9. PROBLEM ROOT CAUSE RC The root cause of the problem lies in the lack of a unified system that combines customer data, sales history, and inventory in one place. Without automation or data insights, business decisions are based on guesswork. Moreover, many jewelry businesses lack awareness or trust in affordable, customized CRM solutions built for their specific needs.	7. BEHAVIOUR BE In the absence of an organized CRM, jewelers try to remember customer preferences manually or jot them in diaries. Sales follow-ups are rarely consistent, and promotions are sent out randomly through SMS or social media without segmentation. Most rely on repeat business without actively nurturing customer relationships, which limits their growth potential.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR Many jewelers begin seeking a solution after experiencing repeated issues such as losing regular customers, failing to follow up with potential buyers, or discovering discrepancies in their inventory. Seeing competitors grow through digital adoption or attending trade expos where technology is showcased also triggers their interest in adopting a CRM.	10. YOUR SOLUTION SL Our proposed solution is Jewel CRM, a Salesforce-based CRM application specifically designed for the jewelry industry. It offers a centralized system to manage leads, automate customer follow-ups, track inventory in real time, and personalize marketing through events like birthdays and anniversaries. JewelCRM is simple to use, affordable for small businesses, and fully customizable to match the unique workflows of jewelry retailers. By digitizing their customer journey, it helps jewelers save time, increase sales, and improve customer loyalty.	8. CHANNELS OF BEHAVIOUR CH 8.1 ONLINE Jewelers use platforms like Instagram and Facebook to showcase their collections and occasionally respond to customer inquiries. However, these channels are not integrated with customer records or sales data. Emails and SMS are sometimes used to send promotional content, but without automation or tracking. 8.2 OFFLINE Offline methods include in-store displays, verbal communication, loyalty cards, and manually maintained ledgers. While walk-in customers are served, their information is not stored for future reference. Follow-ups or promotions are mostly done in person or over the phone, with no system to track effectiveness.	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER EM Before implementing a solution, jewelry business owners often feel overwhelmed, disorganized, and worried about missed opportunities and customer churn. After adopting a CRM tailored for their needs, they feel more in control, confident, and professional. They gain peace of mind knowing that reminders, inventory, and customer communications are all automated and centralized.			
Identify strong TR & EM				Extract online & offline CH of BE

References:

1. <https://www.ideahackers.network/problem-solution-fit-canvas/>
2. <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>