Ideation Phase

Define The Problem Statements

Date	01 NOV 2025
Team ID	NM2025TMID02152
Title	CRM Application For Jewel Customer(Developer)
Maximum Marks	10 Marks

1. Context

A Customer Relationship Management (CRM) system for jewel management focuses on enhancing customer relationships and improving operational efficiency for jewellery businesses. It allows store owners or manufacturers to manage customer data, track sales and orders, monitor jewellery inventory, streamline billing processes, and provide personalized service recommendations based on purchase history. By integrating these functions, the CRM aims to increase customer satisfaction, reduce manual work, and improve business decision-making.

2. Problem Statements A. Customer Management 1. Fragmented Customer Data

○ Problem: Customer details, purchase history, and preferences are scattered across multiple systems or paper records, making it difficult to provide personalized service. ○ Impact: Sales staff spend excessive time searching for customer information, and customers receive inconsistent experiences.

2. **Poor Customer Follow-ups**

○ Problem: No systematic reminders for pending follow-ups, birthdays, or anniversaries. ○ Impact: Lost opportunities for repeat sales and diminished customer loyalty.

3. **Difficulty Tracking High-Value Customers**

   o   Problem: Lack of segmentation or priority tagging for VIP customers.

   o   Impact: High-value clients may not get special offers or attention, affecting retention.

B. Order & Billing Management 4. **Manual Billing and Payment Tracking**

   o Problem: Billing, invoicing, and payment tracking are often done manually. o Impact: Errors in billing, delayed payments, and poor financial reporting.

5. **Incomplete Order Tracking**

   o Problem: No centralized view of customer orders, customization requests, or delivery status. o Impact: Orders get delayed or mismanaged, affecting customer satisfaction.

C. Inventory & Product Management 6. **Inventory Visibility Issues**

   o Problem: Staff cannot easily check availability of specific items or materials (gold, silver, gemstones) linked to customer requests. o Impact: Customers may be disappointed when items are unavailable; leads to lost sales.

7. **Difficulty Linking Products to Customers**

   o Problem: No easy way to link purchased or customized products to a customer record. o Impact: Hard to offer personalized recommendations or service history.

D. Communication & Engagement 8. **Limited Communication Channels**

   o Problem: No integrated system for sending notifications, offers, or reminders. o Impact: Missed marketing opportunities and low customer engagement.

9. **No Feedback Loop**

   o Problem: Customers' feedback is not systematically recorded or analysed.

   o Impact: Hard to improve services based on customer insights.

---

3. Developer-Oriented Perspective

From a technical standpoint, these problems translate to:

- Need for **centralized database** for customers, orders, inventory, and billing.

- **Automated workflows** for reminders, notifications, and follow-ups.

- **Data linkage** between customers, their purchases, and inventory items.

- **Reporting & analytics** dashboards for sales, inventory, and customer insights.