Ideation Phase

Define the Problem Statements

Date	01/11/2025
Team ID	NM2025TMID04501
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	2 Marks

Customer Problem Statement Template:

Jewellery businesses often struggle to efficiently manage customer relationships, product inventory, and sales transactions in one unified platform. Manual tracking of jewellery items like gold, silver, and diamond pieces can lead to errors, duplicate entries, and difficulty in maintaining accurate records. Customers also face challenges in tracking purchase history, payment details, and service requests. Due to the lack of automation, sales teams spend more time managing data instead of focusing on customer engagement and service improvement.

Businesses need a centralized CRM application that helps them manage jewellery inventory, automate sales processes, and maintain customer relationships effectively. A system built on Salesforce can offer real-time tracking, formula-based pricing, and smart alerts for sales, stock, and customer updates. This will enhance business efficiency, data accuracy, and customer satisfaction.
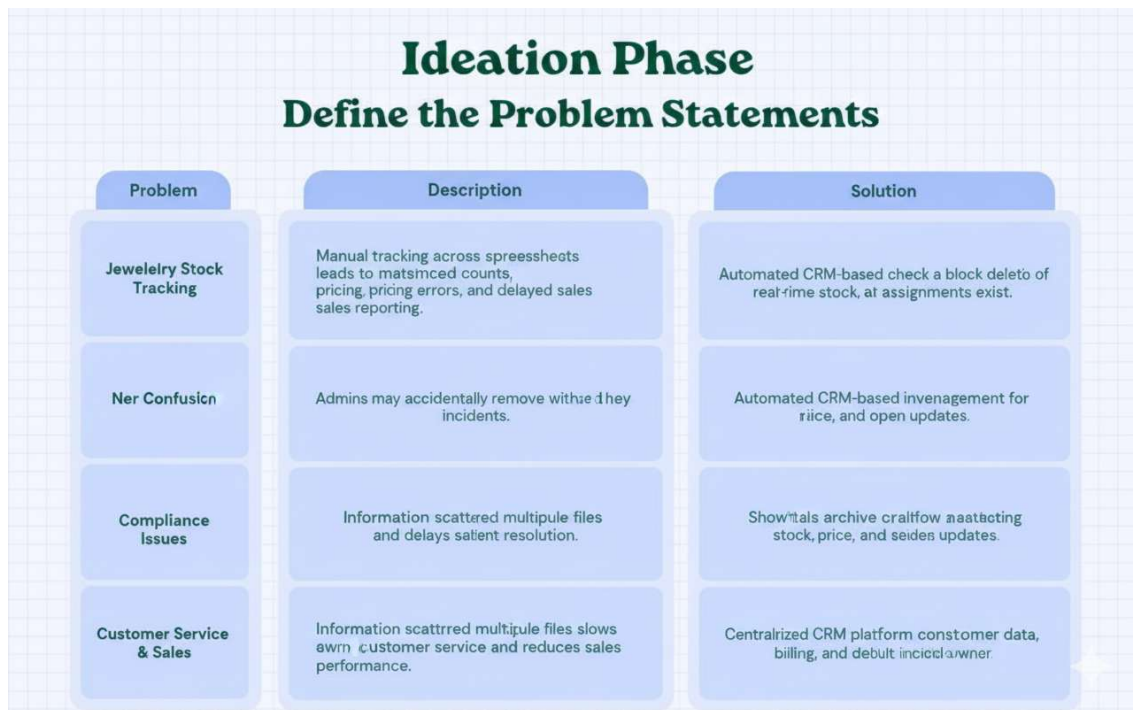
Example:

Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	a Store Admin	Track jewellery stock and sales	the current system is manual and time-consuming	it requires updating records separately for each transaction	frustrated and worried about errors
PS-2	a Sales Executive	Manage customer purchases and payment details efficiently	I can't access all data in one place	there's no integrated CRM to connect sales, inventory, and customer info	confused and less productive

Problem Statement PS 1:

As a store admin, I am trying to track jewellery inventory and sales data accurately. However, the current process is manual and scattered across multiple spreadsheets, which makes it difficult to maintain updated records. This leads to mismatched stock counts, pricing errors, and delayed sales reporting. I feel frustrated and worried about data inaccuracy. I need an automated CRM-based inventory management system that updates jewellery stock, prices, and sales records in real time to ensure efficiency and reliability.

Problem Statement PS 2:

As a sales executive, I want to access customer purchase history, payment status, and product details quickly to provide better service. However, all this information is stored separately, and I need to search through multiple files to get complete details. This slows down customer service and reduces sales performance. I feel confused and less productive. A centralized CRM platform that connects customer data, billing, and product information in one dashboard will help improve customer satisfaction and streamline workflow.