

DEFINE PROBLEM STATEMENT

Date	23 october 2025
Team ID	NM2025TMID02837
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

Customer Problem Statement Template:

In the jewellery industry, most small and medium businesses still rely on manual methods or outdated software to manage their customer interactions, sales, and inventory. This results in several problems such as difficulty in tracking customer purchase history, handling repairs or custom orders, and maintaining accurate stock and billing information. Without a proper system, jewellery shop owners face challenges in providing personalized services, building customer loyalty, and analyzing sales performance effectively. These inefficiencies lead to poor customer satisfaction, loss of potential sales, and time-consuming administrative work. Therefore, there is a strong need for a **CRM Application for Jewel Management** that can centralize customer data, automate daily operations, and help business owners make informed decisions to improve efficiency, customer retention, and overall profitability.



Problem Statement

Jewelry management businesses currently struggle with **fragmented operations and outdated manual processes** which severely limit growth and hinder customer satisfaction. The critical issues center around three areas: first, the **lack of a specialized system for high-value inventory tracking**, leading to discrepancies, slow stock retrieval, and difficulties in accurate valuation; second, the absence of a **centralized Customer Relationship Management (CRM) platform**, which results in siloed customer data, preventing personalized marketing, poor lead follow-up, and missed sales opportunities; and third, the reliance on **slow, error-prone paper-based workflows** for essential tasks like appraisals, certification, and service requests (repairs), increasing administrative burden and delaying customer service delivery. **This cumulative inefficiency highlights the urgent need for a bespoke CRM application** that integrates inventory control, customer management, and digital documentation to streamline operations and enhance the overall customer experience.