Ideation Phase

Define The Problem Statements

Date	01 NOV 2025
Team ID	NM2025TMID04631
Title	CRM Application For Jewel Customer(Developer)
Maximum Marks	10 Marks

1. Context

A CRM for jewel customers aims to **manage customer relationships, track orders, maintain inventory, streamline billing, and provide personalized services**. Problem statements help pinpoint the challenges your CRM should solve.

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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.

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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.