

Project Design Phase

Problem-Solution Fit Template

Date	01 NOV 2025
Team ID	NM2025TMID04631
Title	CRM Application For Jewel Management
Maximum Marks	10 Marks

Problem Statement	Impact / Consequence	Proposed CRM Solution	Expected Benefit	Priority
Customer details are scattered across systems or paper records.	Staff spend extra time searching for information; inconsistent customer experience.	Centralized customer database with detailed profiles (contact info, purchase history, preferences).	Quick access to customer info, personalized service, reduced errors.	High
No systematic reminders for follow-ups, birthdays, or anniversaries.	Lost sales opportunities; poor customer retention.	Automated reminders and notifications for follow-ups, birthdays, and anniversaries.	Improved customer engagement and repeat sales.	High
Billing and payment tracking is manual.	Errors in invoicing, delayed payments, poor financial reporting.	Integrated billing and payment tracking module within CRM.	Reduced errors, faster invoicing, better financial reporting.	High

Problem Statement	Impact / Consequence	Proposed CRM Solution	Expected Benefit	Priority
Staff cannot easily track customer orders or customization requests.	Delayed or mismanaged orders; lower customer satisfaction.	Centralized order management with status tracking and notifications.	Faster order fulfilment, improved customer satisfaction.	High
Inventory visibility is limited; staff cannot check availability easily.	Customers face delays or unavailability of items; lost sales.	Real-time inventory management linked to CRM; stock alerts for low items.	Accurate stock levels, timely restocking, satisfied customers.	Medium
Difficulty linking purchased or customized items to customers.	Hard to provide personalized recommendations or service.	Link products and customizations directly to customer profiles.	Personalized recommendations, easier service history tracking.	Medium
Communication is fragmented; offers and notifications not integrated.	Missed marketing opportunities; low engagement.	Integrated communication channels (SMS, email, push notifications).	Improved customer engagement and retention.	Medium
Customer feedback is not systematically captured.	Hard to improve services or detect issues early.	Feedback module in CRM to capture and analyse	Better service improvement, increased customer satisfaction.	Low

