

## Problem Solution Fit Template

Date	01 NOV 2025
Team ID	NM2025TMID04631
Title	CRM Application For Jewel Customer
Maximum Marks	2 marks

### 1. Problem Overview

Jewelry businesses face multiple challenges in managing their customer base and operations efficiently:

Challenge	Description
<b>Scattered Customer Data</b>	Customer details are stored manually or across different platforms, making it hard to track interactions.
<b>Manual Billing and Order Tracking</b>	Traditional methods lead to billing errors and difficulty in managing multiple customer orders.
<b>Lack of Personalized Customer Engagement</b>	Jewelers often fail to maintain personalized relationships or send timely offers to loyal customers.
<b>No Centralized Record of Purchase History</b>	Difficult to access previous purchases, making upselling or cross-selling difficult.
<b>Limited Insight into Customer Preferences</b>	Without analytics, it's hard to identify buying trends or top customers.

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### 2. Target Users

User Type	Needs/Expectations
<b>Jewelry Shop Owners</b>	Efficient customer management, sales tracking, and business insights.
<b>Sales Executives</b>	Quick access to customer purchase history and billing details.
<b>Customers</b>	Personalized service, digital invoices, loyalty rewards, and offers.

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### 3. Proposed Solution

A **CRM Application for Jewel Customer Management** that centralizes customer data, automates billing, and enhances engagement through loyalty programs and analytics.

Solution Component	Description	Key Benefits
<b>Customer Management Module</b>	Store and manage all customer information in one place.	Eliminates duplicate data and confusion.
<b>Billing &amp; Order Management</b>	Generate invoices, manage payments, and track orders digitally.	Reduces manual effort and errors.
<b>Purchase History &amp; Analytics</b>	View customer buying patterns and store transaction data.	Supports data-driven marketing and inventory planning.
<b>Loyalty &amp; Rewards System</b>	Offer reward points and discounts for repeat purchases.	Boosts customer retention.
<b>Personalized Notifications</b>	Send special offers or reminders via SMS/Email/WhatsApp.	Improves customer engagement.
<b>Dashboard &amp; Reporting</b>	Provides sales trends, customer insights, and performance metrics.	Helps owners make informed business decisions.

#### 4. Value Proposition

- Simplifies daily operations for jewelry business owners.
- Builds strong, long-term customer relationships.
- Increases sales through targeted promotions and loyalty programs.
- Reduces human errors in billing and record management.

#### 5. Unique Differentiators

Feature	How It Stands Out
CRM tailored specifically for jewelry businesses	Unlike generic CRMs, it includes jewelry-specific fields (purity, ornament type, stone weight, etc.)
Automated billing + customer insights	Combines both transactional and relational data.

Feature	How It Stands Out
Seamless integration with WhatsApp/SMS	Enhances real-time customer communication.

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## 6. Success Metrics

Metric	Target Outcome
Customer Data Accuracy	95%+ data consistency
Customer Retention Rate	Increase by 30% in 6 months
Billing Error Reduction	Reduce manual billing errors by 80%
Engagement Rate	Improve customer communication by 50%
Sales Growth	20% increase through loyalty and upselling