

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

2. Target Users

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

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
Customer Management Module	Store and manage all customer information in one place.	Eliminates duplicate data and confusion.
Billing & Order Management	Generate invoices, manage payments, and track orders digitally.	Reduces manual effort and errors.
Purchase History & Analytics	View customer buying patterns and store transaction data.	Supports data-driven marketing and inventory planning.
Loyalty & Rewards System	Offer reward points and discounts for repeat purchases.	Boosts customer retention.
Personalized Notifications	Send special offers or reminders via SMS/Email/WhatsApp.	Improves customer engagement.
Dashboard & Reporting	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.

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