

Ideation Phase

Define the Problem Statements

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| Date | 23 OCTOBER 2025 |
| Team ID | NM2025TMID06397 |
| Project Name | CRM Application for Jewel Management - (Developer) |
| Maximum Marks | 2 Marks |

Customer Problem Statement – CRM Application for Jewel Management:

Jewelry businesses face challenges in efficiently managing customer relationships, sales, and inventory within a unified system. Currently, customer and order data are often stored manually or across disconnected platforms, making it difficult to track sales history, manage repairs, or provide personalized recommendations.

Without an integrated CRM application, sales representatives struggle to maintain accurate customer information, leading to missed opportunities for upselling or follow-ups. Inventory mismatches also occur frequently, as updates to available jewelry pieces are not reflected in real-time, resulting in delays and customer dissatisfaction.

Businesses need a **CRM-based Jewel Management System** that allows seamless tracking of customer details, jewelry inventory, sales transactions, and service requests in one place. The system should also include automated reminders for follow-ups, real-time inventory updates, and insightful analytics for decision-making.

Implementing this solution will ensure **accurate data management, improved customer satisfaction, better workflow automation, and enhanced business growth** through data-driven insights.

Problem Statement 1:

Jewelry businesses often face difficulties in managing customer interactions, sales records, and inventory updates due to the absence of an integrated CRM system. Manual tracking and disconnected tools lead to data inconsistencies, missed follow-ups, and inefficient sales processes. This results in poor customer service, delayed order fulfillment, and lack of visibility into real-time business performance, ultimately affecting customer satisfaction and profitability.

Problem Statement 2:

Currently, jewelry stores lack a unified system to handle customer details, purchase history, product availability, and repair tracking. Employees spend extra time updating multiple records, which increases the risk of human error and lost information. Without proper

analytics or dashboards, management struggles to identify sales trends and customer preferences. A centralized CRM solution is essential to streamline operations, enhance decision-making, and deliver a seamless customer experience.

Example:

| Section | Details |
|--------------------|--|
| Project Title | CRM Application for Jewel Management |
| Problem Area | Inefficient management of customer data, sales transactions, and jewelry inventory due to the lack of an integrated CRM system. |
| Current Challenges | <ul style="list-style-type: none">- Customer and order data stored manually or across different systems.- Difficulty tracking sales history, repairs, and customer preferences.- Inventory mismatches causing delays and customer dissatisfaction.- Lack of centralized dashboards for performance monitoring.- Limited data insights affecting decision-making. |
| Impact on Business | <ul style="list-style-type: none">- Missed sales and upselling opportunities.- Poor customer experience and trust issues.- Reduced operational efficiency.- Inaccurate inventory and reporting. |
| Customer Needs | <ul style="list-style-type: none">- A centralized CRM system that manages customer profiles, jewelry inventory, and transactions in one place.- Real-time inventory tracking and updates.- Automated follow-ups and notifications.- Easy access to analytics and reports for managers. |
| Proposed Solution | Develop a CRM-based Jewel Management Application that integrates customer management, sales tracking, and inventory management. The system will provide automation, data accuracy, and real-time insights to streamline operations. |
| Expected Outcomes | <ul style="list-style-type: none">- Improved data integrity and operational efficiency.- Enhanced customer satisfaction and loyalty.- Better sales tracking and decision-making.- Increased productivity through automation and centralization. |