Project Design Phase

Problem – Solution Fit Template

Date	30 October 2025
Team ID	NM2025TMID06238
Project Name	CRM Application for Jewel Management
Maximum Marks	2 Marks

Problem – Solution Fit Template

The **Problem–Solution Fit** validates that the challenges faced by jewelry businesses are effectively addressed through a Salesforce-based CRM application. It ensures that the proposed system aligns with user needs, automates manual processes, and enhances customer satisfaction through efficient relationship management.

Purpose

- To automate jewelry order tracking and customer data management.

- To improve communication between jewelry stores and customers through automated notifications.

- To minimize manual data entry errors in billing and inventory updates.

- To provide real-time dashboards and reports for better sales and performance insights.

- To strengthen customer relationships and loyalty through efficient CRM tools.

Problem Overview

Jewelry businesses often face operational challenges in managing customer interactions, order processing, and billing due to reliance on manual record systems.
This leads to:

- Inaccurate data entry

- Missed customer follow-ups

- Delayed billing and reporting

- Difficulty tracking customer preferences or purchase history

These inefficiencies result in lower customer satisfaction, reduced productivity, and potential revenue loss.

Proposed Solution

The proposed **Salesforce-based CRM Application for Jewel Management** automates and streamlines jewelry business operations by integrating all customer, order, and billing data into one platform.

Key Features:

1. **Customer Management:** Centralized storage of customer profiles, contact details, and purchase history.

2. **Order and Billing Automation:** Automatic invoice generation and email notifications for new and completed orders.

3. **Inventory Tracking:** Real-time stock monitoring for gold, silver, and diamond items.

4. **Dashboards & Reports:** Analytical insights for sales, top customers, and product performance.

5. **Workflow Automation:** Automated follow-ups and reminders for customer engagement.

This solution ensures accuracy, saves time, and enhances business efficiency, enabling jewelry store owners to focus on customer relationships rather than manual record-keeping.

Reference: https://www.ideahackers.network/problem-solution-fit-canvas/