Ideation Phase

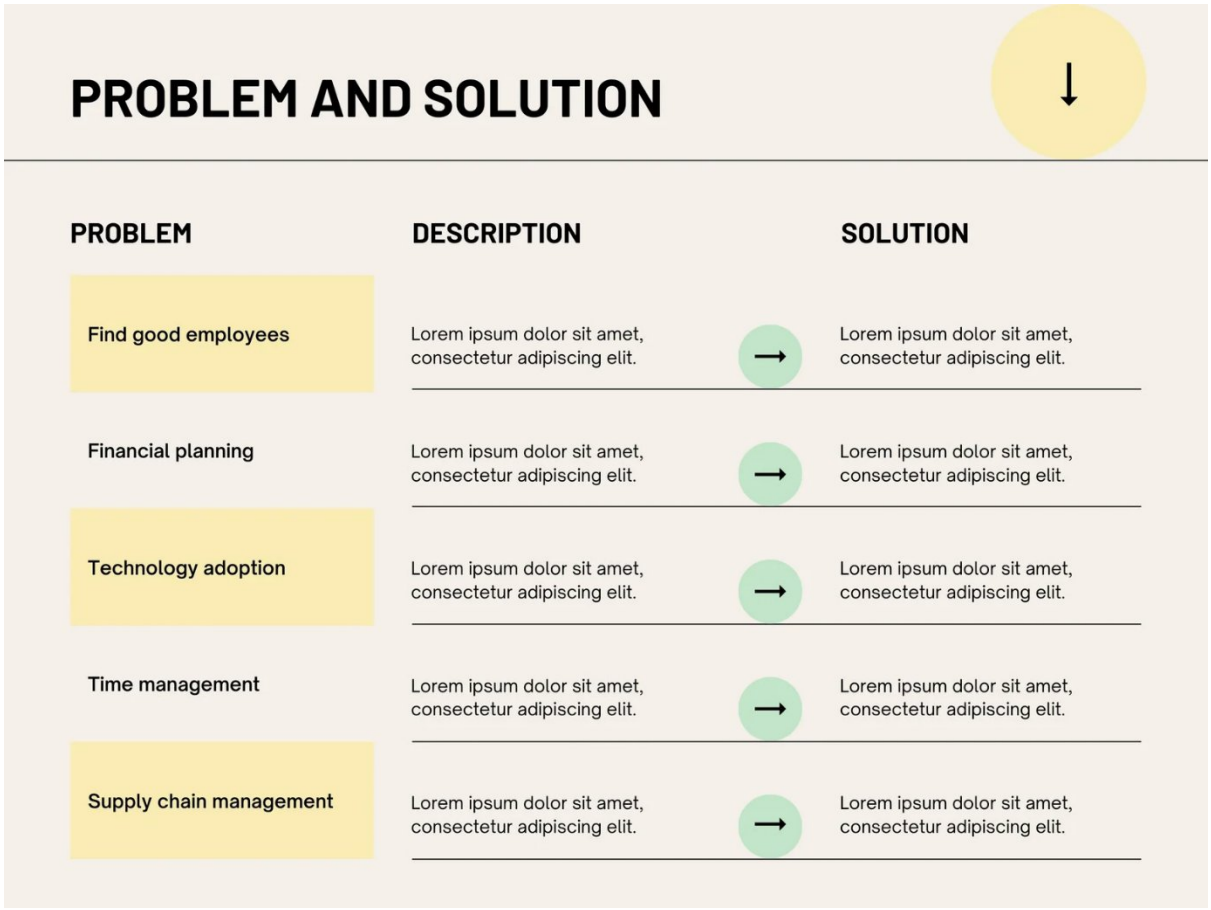
Define the Problem Statements

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

Customer Problem Statement Template

Jewelry businesses often face challenges in managing customer relationships, order details, and inventory for different jewelry items such as gold, silver, and diamonds. Manual tracking results in data duplication, missed follow-ups, and delays in order processing. This leads to dissatisfied customers and loss of potential sales.

There is no centralized CRM system to manage **customer interactions, sales tracking, and billing automation**. As a result, staff spend significant time entering and searching for data manually, causing inefficiency and poor service experience.



Reference:
https://miro.com/templates/customer-problem-statement/

Example: Problem Statement (PS)

I am (Customer)	I'm trying to	But because	Which makes me feel
A Jewelry Shop Owner	Maintain customer records, order details, and stock accurately	The system is manual, time-consuming, and not integrated	Overwhelmed and frustrated
A Sales Representative	Ensure timely follow-ups and personalized offers to customers	There's no reminder system or customer tracking dashboard	Inefficient and unable to retain customers

Problem Statement PS-1:

As a jewelry shop owner, I'm trying to maintain customer records and manage order details efficiently. However, the process is entirely manual and lacks automation for billing and inventory updates. This causes delays and confusion in order handling.

I need a **Salesforce-based CRM application** that automates order tracking, customer communication, and billing while maintaining accurate jewelry stock data in real-time.

Problem Statement PS-2:

As a sales representative, I want to follow up with customers about their orders and personalized offers. However, there is no automated alert or follow-up reminder system, leading to missed opportunities and reduced customer satisfaction.

A **CRM system for Jewel Management** with email automation, follow-up notifications, and a centralized customer dashboard would help improve response time, strengthen relationships, and boost sales.