# Breadfast CRM Internal User Questionnaire

This questionnaire is being sent to all internal operational staff. As you know, Breadfast is developing a new integrated CRM system to streamline our operations and improve customer service.  
  
The purpose of this questionnaire is to obtain preliminary information to assist in defining the requirements for the new system. Follow-up discussions will be held to permit everybody to elaborate on their needs and ideas.

## Part I. Please answer these questions based on a typical workday

1. On average, how many customer inquiries (calls, chats, emails) do you handle per day? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. How many different systems or screens do you need to open to resolve a single customer issue? \_\_\_\_\_\_
3. How many times per day do you have to contact another department (e.g., call Delivery, email Warehouse) to get information for a customer? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. Estimate the percentage of your shift spent on manual data entry or updating records in multiple places. \_\_\_\_\_\_%
5. How many times per day do you encounter issues due to outdated or incorrect order status information? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. For delivery teams: How many orders are typically reassigned manually per shift due to inefficiencies? \_\_\_\_\_\_\_\_

## Part II. Circle the appropriate number on the scale from 1 to 7 based on how strongly you agree or disagree with the statement.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Question | Strongly Agree Strongly Disagree | | | | | | |
| It would help me do my job better to have a single, unified view of all customer information (profile, order history, communications). | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| A real-time dashboard showing order status from kitchen to delivery would significantly reduce customer complaints. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Having all customer communication (email, chat, call) in one place would make me more efficient. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Automated low-stock alerts would help prevent issues with customer orders. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| A system that automatically assigns delivery riders based on location and workload would improve delivery times. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| The current process for finding basic customer or order information is slow and frustrates both me and the customer. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

## Part III. Open-Ended Comments & Suggestions

Please briefly identify the biggest problems with the current systems and describe one feature you would most like to see in the new CRM.  
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(Please use the space below for your comments)