**Internal Operation Interview**

To gather requirements for the Breadfast CRM system from an operational perspective.

1. Do you currently experience delays when accessing customer records during support calls?  
   ☐ Yes ☐ No ☐ Sometimes
2. When you need information from another department (e.g., support needs delivery status), is it typically easy to get a timely and accurate answer?  
   ☐ Yes ☐ No ☐ Sometimes
3. Does the current system provide you with all the necessary customer context (e.g., past issues, preferences) to resolve their inquiries effectively?  
   ☐ Yes ☐ No ☐ Sometimes☐ Rarely
4. Do manual processes for tasks like order updates or reporting regularly lead to errors that require rework?

☐ Frequently ☐ Occasionally ☐ Rarely ☐ Never

1. What operational difficulties do you face due to having customer and order data scattered across multiple systems?
2. In what ways would a unified customer profile help improve customer service or response times?
3. What specific information do you need to see in real-time to effectively manage orders across departments?
4. What decisions are currently delayed because you don't have real-time analytics or reports?
5. What are the expectations?
6. What is one thing the old system does that we should absolutely not carry over to the new one?