

# Call for Entries

## Survey Questionnaire *(please tab between fields)*

Please provide the following information about a single customer and a single implementation of your CRM product that best illustrates how your solution has been used to improve a business process.

### Vendor Information

Company name	
Contact name	
Title	
Address	
Address 2	
City	
State/Province	
Postal code	
Country	
Contact phone	
Contact email	
Company URL	

### Customer Information

Company name	
Contact name	
Title	
Address	
Address 2	
City	
State/Province	
Postal code	
Country	
Contact phone	
Contact email	
Company URL	

## *Please answer the following questions about the customer implementation.*

1. Please describe the vendor's company and business. Include the number of years in this line of business, approach to the market, the business problems your company solves, and any other information you feel is relevant.
2. Please describe the customer's business and business problem. Include the business issues that needed to be addressed as well as the relevant costs to the company. Highlight direct expenses, personnel challenges, and customer needs.
3. Please describe how the customer found the vendor and the solution. Typically, small companies with new or innovative products have trouble getting the attention of mainstream buyers. How did you and your customer meet?
4. What, specifically, about your solution is innovative and qualifies it for this study?
5. Please describe how the vendor and client worked together to develop and implement an action plan to solve the business problem.
6. Describe the steps of the implementation process. How long did the implementation take? What unexpected issues were uncovered? How were they deal with? Was a third party involved?
7. What are the results? How long has the solution been live? Have you quantified benefits? How did you determine the value of the solution ROI, NPV, TCO? What has the customer learned to do better or differently in their line of business? What lessons has the vendor learned from the experience?
8. What plans do you have to extend this solution to other areas of the client company?

### **About Beagle Research Group**

Beagle Research Group, LLC is a consulting and market research organization focused on emerging technologies and companies that will have an important impact on the way business is conducted in the years ahead. Our work is based on professional standards of quantitative and qualitative research which informs all of our publications.

### **Contact Us**

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