

Hello. I'm writing an article this month for Destination CRM (www.destinationcrm.com). I'm seeking to interview CRM vendors, hiring managers, researchers, analysts, and CRM industry experts for the following story:

What new employees want from the CRM systems they must use. This article will explore what the newest employees desire from the CRM systems their bosses insist the use, and more.

Below is a list of questions I'm seeking answers to for this story. I can only conduct email interviews, whereby you or your suggested sources type up written responses to my questions below that I can use as quotes in my story (that's also often easier and ensures no accidental misquoting). My deadline for written responses is noon central, Friday, September 20, 2024. Please let me know if you'd like to participate via written responses. Thanks!

QUESTIONS

1. What are some of the key things newly hired employees most want from the CRM systems their employers have them using, and why?
2. What are customers of CRM vendors asking for, and what changes are these customers asking them to make to accommodate these new employees?
3. How and why is this an important issue today? What are some of the challenges companies that use or create CRM systems dealing with nowadays when it comes to attracting, recruiting, hiring, and retaining new employees and keeping them happy, especially in the areas of:
 - a. Marketing
 - b. Sales
 - c. Customer service

4. What should companies that use or create CRM systems do to attract, recruit, and retain newer employees, especially when it comes to the CRM systems these new hires will be using? Please provide detailed tips.
5. Why is it important for companies that use or create CRM systems to given greater priority to this issue and better accommodate newer employees? What are the benefits of doing so and the risks of not doing so?
6. Do you have any data you can share on this topic (if so, please provide links)?
7. Any other tips, thoughts, comments, or ideas on this topic you'd like to add?
8. What is your full name, title, company, and city/state headquarters?

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