

Business Product Survey

Name _____ Title _____
 Company _____ Address _____
 Phone _____ E-mail _____

1. Please describe your business?

2. How is your company structured? How many departments do you have?

3. What are the two greatest issues around productivity for you and your staff?

4. What are the most difficult issues for you in running your business productively? Rate each topic from 1-5 (5 being the most pressing)

Meeting deadlines	1 2 3 4 5
Having teams work more effectively	1 2 3 4 5
Number and quality of meetings held	1 2 3 4 5
Paperwork necessary for taking and processing orders	1 2 3 4 5
Communication between departments	1 2 3 4 5
Dealing with employee issues	1 2 3 4 5
Lack of processes for handling customer problems	1 2 3 4 5
Other _____	1 2 3 4 5

5. What resources do you currently use to solve issues around productivity?

6. Do you utilize any technology products that address above problems?

7. What capabilities would a software product need for you to consider purchasing it?
(check all that apply)

- Allow interaction among the departments _____
- Standardize processes within the company _____
- Have a project management function _____
- Include a meeting agenda format _____
- Integrate with enterprise-wide systems _____
- Be able to operate cross-platforms _____
- Other _____

8. When you select a software product, what are the most important considerations? Rate most important 5, next in importance 4 etc

- Easy of use _____
- Quality of company's training and support _____
- Options of delivery (straight purchase, ASP option, yearly license) _____
- Cost of product _____
- List of users/references _____

9. How would you find information about a productivity software solution? Check all relevant.

- Internet search _____
- Vendor brochure _____
- Trade show demonstration _____
- Manager recommendation _____
- Industry journal _____

10. Which department's budget and who in your company would make a decision on buying this type of product?

11. How much would be allocated for a solution for productivity issues? What ROI would you need to see to justify the purchase.