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# ClientLogic University



## ClientLogic Featured in Wall Street Reporter Magazine

**WALLSTREETREPORTER.COM**

### In an Interview with Wall Street Reporter, Julie Casteel Provides an Overview of ClientLogic Strategy, Services, Partnerships and Value Proposition

On May 31st, 2001, Julie Casteel was interviewed by Wall Street Reporter, an information source for professional investors. Below is an excerpt from the interview, or [Click Here](#) for the full transcript. To view this Special Bulletin [Click Here](#).

#### Featured CLU Links

[June Proposals \(NA\)](#)

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*The problem with CRM, and I'll tell you why that's really the mission of ClientLogic, is that today, companies are spending millions of dollars on CRM software, with very little effect on the customers, if any. Therefore, companies who are deploying CRM software aren't really changing the business prospect with relations, or how they communicate with their customers. So what ClientLogic is doing is we're really bringing together technology and operations and marketing, so that they can really converge together to create a more robust experience for customers.*