

# Customer interview question bank

## Setting the scene

Use these questions to learn about your customers' day-to-day lives and what their current concerns are.

- What is your job title or role at your company?
- What do your day-to-day responsibilities look like?
- How often do you use our product/service?
- What are the main areas in your role that our product/service helps with?

## Motivations

Use these questions to learn what problems or situations prompted them to start searching for your product or service.

- Why did you start looking for a product/service like ours?
- How did you handle [product function] before us?
- How long did you use your old solution? What did you like and dislike about it?
- Is there anything you miss about your old solution?
- When did you first think you needed something new?
- What were the most important features you were looking for when you started your search?

## Discovery

Use these questions to learn how your customers found you and which marketing channels deliver the best results.

- How did you first hear about us?
- What are some search terms you would use when looking for a service like ours?
- Where do you usually learn about industry news? What blogs/podcasts/newsletters do you follow?

- How did you first reach out to us? (Social DM, website contact form, email, webinar Q&A, something else?)
- Did you check any review sites when researching our product? What were they?
- Have you visited our website? Did you find any sections of our website difficult to use or understand?
- Are there any questions you had that our website left unanswered?
- Is there anything that stood out in particular about our website that you liked or disliked?
- Do you follow our newsletter/YouTube channel/LinkedIn/etc.? What would you most like to learn more about from us?

## Selection

Use these questions to figure out who your competitors are and the alternatives your customers were considering you against.

- What other solutions did you try?
  - How did you discover them?
  - What did you find interesting about them?
  - Why did you decide against them?
- Was there anything you were skeptical, nervous, or had questions about with our product/service?
- Why did you decide to try us?
- Did you talk to anyone from sales during your research?
- Was there anything you particularly liked or disliked about your sales interactions?
- Is there any information you didn't get during the sales cycle that you wish you did?
- Did you have any unanswered questions from our sales team?
- How much of a role did pricing play in your decision to go with us?
- Did you find our pricing affordable, right in your budget, or on the expensive side?

## Activation

Use these questions to learn about how well you convert new customers to loyal fans.

- How long did it take you to feel comfortable using our product/service?
- How could we improve our onboarding process?
- How do you prefer to get tips on how to better use our product/service? In-app walk-throughs, live webinars, videos, text, etc.
- Was there a particular “aha” moment when you realized our product/service was the right choice for you? What solidified your choice, or reassured you that you made the right decision?

## Use cases

Use these questions to uncover how customers use your product/service and find the most value from it.

- Is the reason you signed up initially still the reason you’re using our product/service? How have your needs evolved?
- What features of our product/service do you use the most? What about the least?
- What does our product/service enable you to do today that you weren’t able to do before?
- How has our product/service changed the way your team works?
- What team members use our product/service the most?
- What aspects of our product/service could you not live without?
- How do you measure the success of our product/service? What internal KPIs do you use related to our product/service?
- How long did it take to see results with our product/service?
- What is the main problem our product/service resolved for your team?

## Retention

Use these questions to get a sense of how useful your customers find your product and how likely they are to churn.

- Are there any areas of our product/service you struggle to use?
- Is anything about our product/service confusing?
- How easy is our product/service to use compared to any alternatives/competitors you’ve tried?

- Since you signed up, have you ever considered leaving? Why?
- Have we completely resolved the pain point that first triggered your search for our product/service?
- What could we do or add to make our product/service even more useful for you? What feature would make you use it more often?
- Are there any initial expectations that we didn't meet?
- If you could describe the ideal customer of [product], what would they look like?
- How likely are you to recommend us to someone you know?

## Communication

Use these questions to get a better understanding of how your customers interact with your team and how they prefer to be contacted.

- Do you feel well-informed about product/service updates? Is there anything you would change about our updates?
- Outside of customer updates, are you subscribed to our newsletter, social media, or other channels?
- How often do you feel you hear from us? What is your ideal communication frequency?
- How do you prefer to hear from us? Email, SMS, social, etc.
- What times are you most active on social media?
- How do you prefer to submit customer service tickets? Email, live chat, social, etc.
- Have you ever needed help from our customer service team?
- What are some of the reasons you contacted our customer support?
- Did you get a response in a timely manner?
- Were you able to reach a resolution? How long did it take?
- How can our customer support process be improved?
- Are there any great customer service interactions that have stood out to you?