

Customer Interview Script

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Welcome (2 mins)

Hi [Customer Name]. Where are you calling from?

Thank you so much for taking time to talk with me today.

I'm [Agent Name], and I work on the marketing team here at [business]...

I'm David, and I work on the marketing team here at [business]. We're currently working on revamping the product and adding more things to try to make it 10 times more valuable to you.

But before we start updating creating tools and resources, we want to make sure that we really understand your needs, why you decided to take the course, and what we can do to help you.

This interview will work like this. I'm going to ask you lots of questions about YOU, so I can learn what your goals are, what kinds of things are causing problems for you, etc.

I want to stress that this is not a sales call. My objective is to learn from you, not to sell or pitch anything. Does that sound good?

Collect Demographics (2 mins)

Before we really dive in, I have a few boxes to check. If you're comfortable sharing I have a few quick questions about your personal background. Is that okay?

- What level of education did you complete?
- What did you study?
- What is your age?
- What's your income level?

- What's your family status? Married? Kids? Partners?

Okay, onto the fun stuff!

Learn Their Stories (5 mins)

First I want to ask you a little bit about what you're doing now career-wise:

- What do you do for work?
- What is your job title?
- How long have you been doing it?
- What kind of tasks do you do on a typical day?
- Why did you decide to learn [topic]?

Learn Their Business and online habits (15 mins)

Long term:

- How do you market your business? Which marketing channel is the most important?
- What about SEO/PPC/Email marketing/Social Media?
 - Learn about their distribution channel so you know what's important for them
- What's at stake for you? What would happen if you didn't know [topic]?
- What is your ultimate goal? Sky's the limit!
- (If it feels right) how do you see digital marketing playing into that?

Now I would love to know what some of your challenges are when it comes to getting there:

- What is your biggest obstacle towards achieving that goal?
- What is the one thing about [topic] that frustrates you the most?
- And what about the most frustrating thing about marketing in general?

I'm curious about what other resources and communities you're using online.

- Do you primarily use any specific social channels?
- Are you a part of any social groups (online or offline)? Which ones?
- Do you have any favorite publications or blogs you turn to?
- Where do you get news?

Learn how they use our products (15 mins)

Okay I have a few more questions about how [our product] fits into all this:

- Do you remember how you first learned about [our product]?
- What do you like about [our product]?
- How would you improve [our product]?
- Why did you decide to purchase [our product] instead of other alternatives?

- Do you feel like any of our resources have been helpful? No pressure! Just curious if something stood out!
- Have you ever talked with friends or colleagues about [\[business\]](#)?

Is there anything else you wanted to tell me about where you're coming from/what you need that we didn't cover?

Wrapping Up (2 mins)

Thank you so much [\[Customer Name\]](#). This was SO helpful for us, and we will definitely use your feedback as we're putting together our future content and even working on product updates.

Question: in future, if we have more specific questions (about a new blog site or product changes for example) can we reach out to you via email?