

# Churn Analysis Interview Template

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- **Date:** [Insert Date]
- **Interviewer:** [Insert Name]
- **Interviewee:** [Insert Name]
- **Product/Service:** [Insert Product/Service Name]

## Introduction Section:

- Welcome and Introductions
- Brief overview of the purpose of the interview
- Explanation of the interview's focus on understanding reasons for churn

## Main Questions:

- What initially attracted you to [Product/Service]?
- Can you describe your experience with [Product/Service] before you decided to stop using it?
- What specific challenges or frustrations led you to discontinue using [Product/Service]?
- Were there any features or aspects of [Product/Service] that you still found valuable?
- What could we have done differently to retain you as a user?

## Follow-Up Questions:

- Can you provide a specific example of when [Product/Service] didn't meet your needs?
- How does [Product/Service] compare to the alternative solutions you are now using?

## Closing Remarks:

- Summary of key reasons for churn
- Thank the interviewee for their honesty and feedback
- Discuss any potential follow-up or actions based on the feedback