

<COMPANY NAME>

customer interview questions



SAMPLE INTRODUCTION:

<INTERVIEWEE NAME>, I want to first thank you for participating and agreeing to share your personal experience with <company name>. My name is <PIXA ACCOUNT MANAGER> and I am with a third party marketing company that <company name> has retained to find out what their customers/members really need and want and what that customer journey looks like. This will only take a few minutes and all information is kept anonymous and is compiled into one report for ownership to review. If you are okay with answering a few questions let's get started.

Name:

Title:

1. How long have you been a customer/partner with <company name>?

2. If you could describe <company name> in one word what would that be?

3. Let's talk about the services that <company name> provides to you. What was the overall reason you decided to become a <company name> member and what keeps you a member?

4. What other services are you aware of that <company name> provides to its customers? Just state them as they come to mind.

5. What do you feel <company name> does best?

6. If you could pick one area that <company name> could improve to help you what would that be?

7. What were some of your biggest concerns becoming a customer? Any hesitations?

8. Are there any areas or services of <company name> you feel you don't understand or want to learn more about?

9. On average how many times do you interact with <company name> on a monthly/yearly basis?

10. In comparison to other alternative options what makes <company name> stand out and what area do you feel they could improve in? Are there any programs you could see them implementing to help you?

11. How many similar providers do you work with?

12. On a scale of 1 to 5 (5 being excellent) please rate the following 7 areas I mention:

Reputation and Brand Awareness	_____
Sales Support	_____
Service Support	_____
Customer Education	_____
Quality of Service	_____
Innovation	_____
Overall Value	_____
Process of Services	_____

13. If you had a sit down with the owner/management of <company name> what would you like to express?
Concerns? Advice? Overall experience?

thanks again for your time!

As a thank you, <company name> will be sending you a gift card for your time and sharing your thoughts with me.

Do you have any questions for me?