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# Understand your audience

## Customer Interview Guide



Advisory Services

# Why is it important to understand your audience?

**Companies that understand what their customers want and expect can work on designing the customer experience for increased loyalty and repeat business. The more often your customer engages with you, the more chances you'll have to create a positive experience and a strong relationship.**

**Listen to your customers' feedback and offer sound advice, even if you have to refer them to another source on occasion.**

Knowing your customer is essential for any business venture. Successful business owners understand what their customers want and how to make their product or service available in the most effective way. The breadth of knowledge is also important; knowing more than their names, ages, and incomes is required. Knowing your customers' hobbies, tastes, and interests, as well as what they watch, listen to, and read, can give you a competitive advantage.

Understanding your customers' purchasing habits is also critical. As a business owner, you must understand who is most likely to require or desire the product or service you offer.





# Tools to better understand your customer

## Conduct Surveys

Surveys conducted online, through social media, by email, or even in person, provide valuable insights. However, you should focus on creating a survey strategy that has defined objectives - paying close attention to what your business needs input or feedback on.

Combining quantitative data responses and qualitative customer feedback will give you the best insights.

## Use Social Listening

Identify your followers and who they follow, as well as where they live. Keep an eye on their interests to find out what kind of brands they like and what keeps them engaged.

You can use social media analytics tools to gain key insights into your customers, such as understanding the impact of your messaging and what interests, engages, and inspires your audience.

## Sentiment analysis

Based on the emotions detected in voice and text data, sentiment analysis uses artificial intelligence to improve customer understanding. As a result, businesses can easily identify customers' opinions about their brand, services or products.

## Speak with your sales and customer service teams.

Regularly communicating with the respective teams helps you identify and understand your consumers' pain points, complaints, sales objections, as well as your brand's attributes.

## Test the customer experience

By following your customers' touchpoints, interactions and transactions, you will gain insight into the routes they take and identify ways to simplify their lives and delight them.

## Customer review

Customers' reviews not only provide insight into where you can improve to stay current with trends, but they also function as a starting point for a genuine conversation.

With a live chat, for example, you can make it easy for people to share their opinions.





# Customer Interview Guide

Before you begin, it is important to provide some background information and outline the purpose of the conversation, as well as acknowledge and address any privacy concerns that people may have.

- Select people with different roles and views target based on your persona. Select both existing and potential customers. Mix loyal, new and former customers if feasible.
- Do the interview face-to-face if possible.
- Make interviews at least 30-45 minutes, but not much longer.
- Design your interview questions in advance and use simple language.
- Create a good environment: comfortable and relaxed.
- Start the conversation with a little small talk, it will help everyone feel more comfortable.
- Do less than 50% of the talking.
- Understand the interviewee state of mind by looking for a "Quote of the day" with each interview.
- Validate the customer problem you are trying to solve, not the product or service you are trying to sell.
- Focus on understanding your customer. Use different forums to discuss your ideas and solutions.
- Do not ask hypothetical questions and do not make guesses.
- Keep the questions as open as possible

## Few things to remember

- Pay attention to body language and tone of voice.
- Record the interview in addition to taking notes.
- Be sensitive to privacy concerns. If customers are uncomfortable answering some of your questions - simply make a note and move on.
- Document all your interviews and send a follow-up thank you note.

**We have put together sample Customer Interview questions in the following pages.**

**Make sure to adapt it, so you can collect the information relevant to your business and audiences.**



# Customer Interview Guide

This document is a collection of questions you might want to ask your customer to learn more about them and their buying behavior.

Note that not all questions might fit your business or the purpose of your customer interview. Feel free to remove or add questions as you see fit.



# Demographics

QUESTIONS	ANSWERS
Age	Ranges: 30-39, 40-49, 50-59, 60-69, 70+
Gender Identity	Use your judgement on whether to ask this one - politely ask if necessary
Location	Country, State, City, etc. if not already known
Education	Bachelor's degree, etc.
Income	Ranges: < 30k, 30-50k, 50-100k, >100k
Family Status	Single, Married, Divorced etc.
Job/Role	Entrepreneur, Founder, Manager, Director, etc.
Company	Name, Size, Location, Website, B2B, B2C, Industry, etc.

# Information & Technology

QUESTIONS	ANSWERS
What device do you use most and for what purpose?	
What social media platforms do you use?	
Where do you mostly search for information?	
Are you the type of person that eagerly awaits and updates to the latest technology as soon as it comes out or someone that waits?	
What publications, blogs or social media networks do you pay attention to?	
Do you belong to any social, professional or networking groups?	
Do you attend any industry events, conferences or trade shows?	
What information formats do you engage with the most (mobile, online, print, etc.)?	
How do you do your research on new products and/or services for you or your business (internet, word-of-mouth, etc.)?	
How did you find out about our company/product/service?	

# Lifestyle & Influencers

QUESTIONS	ANSWERS
What matters most to you outside work?	
What do you most enjoy doing to relax?	
Who are the people who most inspire you?	
When you plan to make an important decision who do you seek advice from?	
What are your favorite brands? What brands have you been loyal to over the years?	



# Industry & Business

QUESTIONS	ANSWERS
What is your business's industry?	
How large is your company (revenue, employees, etc.)?	
In your industry, what are the most common challenges?	
What are the most common objections to your service or product?	
How many customers does your company have?	
Is your company business-to-business or business-to-consumer?	
Does your company offer products, services, or both?	
How old is your company?	
Who are your biggest competitors?	
What are your company's competitive strengths and weaknesses?	

# Role & Authority

QUESTIONS	ANSWERS
What is your position title?	
Which responsibilities do you have?	
How does your typical workday look?	
Can you tell me how many years of experience you have?	
What is your professional background (prior positions, other industries you've worked in, etc.)?	
In what ways do you measure success in your position?	
In your position, what specialized skills or tools are needed?	
What is your reporting line? What's your reporting structure if you're a supervisor?	
Is there anything about your job that frustrates you?	
What do you enjoy most about your work?	
Are you the decision maker?	
If not, who is the decision maker?	
Is there anyone else in your company you'd like or need to include in these discussions?	
Do you anticipate any pushback?	
Who first decided to explore the idea of purchasing our product / services?	
Who is involved in the buying process for products/services like ours?	
Who do you consult with and trust for advice and information?	
What special skills do you have?	
What tools do you use to do your job?	

# Financial & Budget

QUESTIONS	ANSWERS
What level of annual budget do you typically dedicate to this range of product/services?	
Is your company planning to increase or decrease investment in this product/service category in the coming years?	
When are the budgets set for the coming year?	

# Goals & Objectives

QUESTIONS	ANSWERS
What are the primary and secondary goals your company is trying to achieve?	
Why are these goals important? What's at stake?	
What steps are you taking to achieve these goals?	

# Challenges & Expectations

QUESTIONS	ANSWERS
What are the biggest challenges that prevent you from achieving these goals? Why is it a problem for you?	
Can you tell me about the last time that problem happened?	
What have you done in the past to conquer these challenges? Did it work?	
If it didn't, what would you try differently next time?	
What are your biggest complaints about our product or service?	
What must happen for you to overcome these complaints?	
What isn't ideal about current solutions?	
What company/brand has delivered the best service to you?	
What made that experience most delightful?	
How do you prefer interacting with a company/brand like us? - when looking to buy	
How do you prefer interacting with a company/brand like us? - after you have purchased a product/service?	

# Timeline

QUESTIONS	ANSWERS
What's prompting you to do something about this challenge/opportunity now?	
How urgent is the issue?	
What is your timeline for making a decision?	
What is your timeline for seeing results?	
How long have you been facing this problem/dealing with these pain points?	
How soon would you be open to install/onboarding/delivery?	

# Closing & Follow-Up

QUESTIONS	ANSWERS
What's the best way to communicate with you moving forward?	
Do you have any concerns I can address at this time?	

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# Ready to start implementing Service Excellence Best practices?

We educate and  
accompany your teams  
through the process.

Get Personalized  
Advice

