



CONTENT MARKETING

FIND THE GOLD:

37 Essential Customer Story Interview Questions



THE INTERVIEW WILL MAKE OR BREAK A CUSTOMER STORY

The secret to a powerful customer story is a strategic interview. You'll need to quickly size up exactly how the customer has most benefitted from working with your company and gather persuasive data points and engaging quotes — all in an interview of 30-minutes.

Your mission is a challenging one. But if you work from a list of proven questions designed to dig up the gold you'll need to craft a compelling story, you'll have the raw materials you need for a customer story that sells.

Don't feel obligated to ask every question in this list. You'll curate and tailor the questions to the individual customer and story you want to create. But this list will serve as an invaluable template that you can refer to each time you conduct a customer story interview.



QUESTIONS

QUESTIONS ABOUT THE BUSINESS

- Could you describe your role at the company?
- What are the goals you're working toward in your role?
- Could you share your company's annual revenue?
- How many people are on your team, and what are their roles?

QUESTIONS ABOUT THE PRE-PURCHASE SITUATION

- What process did you and your team use prior to using [product/service]?
- Could you describe the primary pain points of your process prior to using [product/service]?
- What costs were associated with the process prior to using [product/service]?
- What other challenges were you and your team facing before using [product/service]?
- Could you share an anecdote that illustrates the frustration you were experiencing?

QUESTIONS ABOUT THE BUYING PROCESS

- How did you first hear about [product/service]?
- How long had you been looking for a solution to the problem you wanted to solve with [product/service]?
- What initially triggered the search?
- What were a few of the reasons you decided to buy [product/service]?
- What was the buying process like?

QUESTIONS ABOUT USING THE PRODUCT/SERVICE

- How long have you been using [product/service]?
- How many different people at your company use [product/service]?

QUESTIONS

- Are multiple departments or teams using [product/service]?
- How do you and your team currently use [product/service]?
- What types of goals or tasks are you using [product/service] to accomplish?
- If there are other teams or departments using [product/service], do you know how they're using it?
- What's the biggest advantage of [product/service]?
- Did you discover any other advantages after using [product/service] for a while?

QUESTIONS ABOUT IMPLEMENTATION & ADOPTION

- Could you share some details about how your team implemented [product/service]?
- How long did it take the average team member to get up to speed with using [product/service]?
- What have people been saying about [product/service] since they've started using it?
- Have you had any particularly stand-out experiences with any of our team members that you'd like to share?

QUESTIONS ABOUT CUSTOMER SUCCESS

- Prior to using [product/service], you were concerned about [x] and trying to solve [y]. Were you able to achieve what you set out to?
- How do you feel about your primary pain points now?
- Could you share an anecdote that describes the shift you experienced?
- Have you been able to measure any reduced costs by using [product/service]?
- Have you been able to measure any improvements in productivity or time savings by using [product/service]?
- Have you been able to measure any increases in revenue or growth by using [product/service]?

QUESTIONS

- How would you say [product/service] has impacted your success? Your team's success
- What is your advice to others who might be considering [product/service]?
- How would you describe [product/service] if you were explaining it to a friend?
- Do you think the investment in [product/service] was worthwhile? Why?
- How would you describe our companies' alignment in mission, strategy, and/or culture?

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