

5 Steps To a Perfect Customer Interview



Understand the Background of the Participant

Build rapport and get the participants to talk freely.

- **Tell me** a little bit about yourself and **what you do**.
- When was **the last time** you did your **main job**?
- How did you **feel** overall while **getting the job done**?
- How many **people** do you **work with**?



Understand the Main Job and Related Tasks

Get the participant to talk about the job.

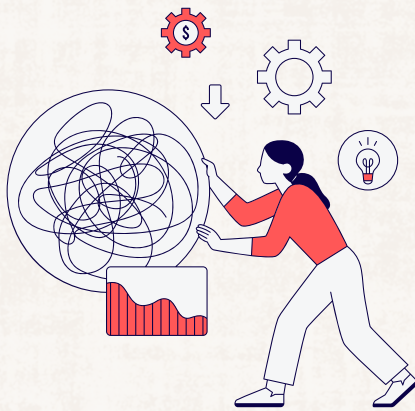
- What are you trying to accomplish?
- What problems are you trying to prevent or resolve?
- What would the ideal service be to do your job?
- What else are you trying to get done?



Understand the Process of Executing the Job

Understand the job by digging deeper.

- How do you get started? How do you wrap things up?
- What is the previous step? What is the next step?
- How do you make decisions along the way?
- How do you know you are doing the job right?



Understand the Workarounds

Uncover the roadblocks that people face while doing the job.

- What workarounds exist in your process?
- What do you dread doing? What do you avoid? Why?
- What's the most annoying part? Why is that frustrating?
- How do you feel when the job is completed?



Understand the Circumstances

Find out when and where performing the job makes a difference.

- In which situations do you act differently?
- What conditions influence your decisions?
- How do the environment and the setting affect you?



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