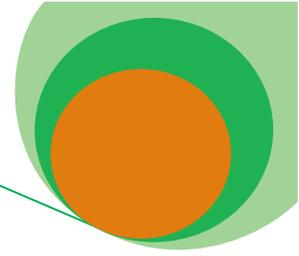


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Case Study Interview Questions for the Customer

Tell me about yourself (or your business) and briefly who you are and how you operate.

Tell me about where you were before you approached XYZ Business?

What issues were you having?

What anxiety did you wake up with every morning?

Tell me a little about any peers that you know experience the same problem.

How did you find XYZ Business?

How long were you looking for a solution?

Were there any alternatives you were considering?

What was it about the business, the sales pitch, or the person you bought from that you liked?

Were there any deal breakers that could have come up?

Now that you know how the product or service operates, how has your perception of it changed?

How did the buying process go? Were there any points of friction?

What would you have changed about it, if anything at all?

How long have you been using the service or product?

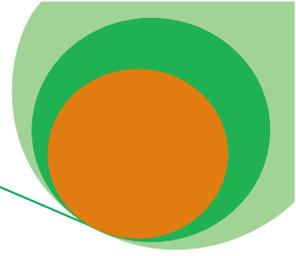
What would you say has been the biggest benefit from the product or service?

How easy was the implementation process?

Have you seen an increase in profit or other metrics since implementing the service or product?

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Interview Questions for the Customer (cont'd)

Can you measure any reduced costs?

Can you measure any productivity or time savings, even anecdotally?

If a friend needed this service, how would you describe it to them?

In the beginning you had XYZ concerns... how do you feel about those concerns now?

How do you personally measure the value our product provides?

Do you have any overall feedback for the company?

If you could sum up the process in one sentence, what would it be?

Are there any businesses with whom you have worked closely recently that would benefit from these services?