

## B2B Customer Interview Questionnaire

B2B companies have a rich resource for great content right at their fingertips: their customers. Talking with your customers can be as – if not more – insightful than market research, industry reports and even your own business data. If you're inspired to get conversations going with your customers to fuel your content strategy, we put together a compilation of great questions to ask your B2B customers.

What are you looking to learn on these calls? Key objectives and learnings include:

- 🔗 Customer perception
- 🔗 Customer misconceptions
- 🔗 Customer satisfaction
- 🔗 Key problems your company solved
- 🔗 How/where your company can improve
- 🔗 Where sales/marketing is succeeding/failing

Ahead of your call, be sure to do some information gathering of your own, including key customer information such as the products or services they use, their representative(s) at your company, how long they've been a customer, etc.

Ready to start the interview?

**Customer Name** \_\_\_\_\_

Depending on the interview objectives, you may keep these questions at a higher level or delve deeper into the subject matter.

1. Can you provide a summary of your company, such as the history, your role and how your business works?

- 🔗 Customers and markets you serve
- 🔗 Primary product or service categories
- 🔗 Number of locations/employees
- 🔗 The buying process and who is involved in investment approvals

2. What solutions or services were you using before you reached out to us and what was the impetus to begin looking for a new solution/service?
3. What pain points were you trying to solve when you contacted our company?
4. How did you hear about/find us? What spurred you to reach out?
5. Before our engagement, what did you think our company provided? How has that perspective changed or stayed the same since you've worked with us?
6. What was the sales process like – did you get all the materials you needed?
7. Why did you opt for our company over the competition?
8. How was your experience with getting started with our company?

9. What is the most compelling thing (i.e., product, service, opportunity, etc.) our company offers customers?
  
10. What key problems has our company solved for your company?
  
11. What benefits/successes have you seen from working with us (increased productivity, quality, efficiency, etc.)?
  
12. What benefits have YOUR customers experienced from your work with us/use of our product/service?
  
13. How are you measuring the ROI of working with us?
  
14. How has our response to issues and challenges been?
  
15. Would you describe or rate our communication with you and your organization? What types of communication do you prefer (email, newsletters, help desk, user group meetings, etc.)?

16. What have we done well that you appreciate/that helps your business?

17. What is missing or disappointing with your experience?

18. What resources of ours do you use and appreciate most? What types of content do you prefer?

19. How might we improve our resources to better serve you? What would you like to see more of?

20. How likely are you to recommend our company to a friend or colleague? Why is that?

21. What advice do you have for others looking to work with us?

22. Is there anything we didn't cover today that you'd like to share or that you feel is important for us to know?