

CLIENT QUESTIONNAIRE FOR CUSTOMER INSIGHT



Questions about your industry:

How has your industry changed for you in the last 24 months?

How do you go about choosing a supplier/partner in your industry?

What attributes do you look for in a supplier/partner?

Do you feel confident or uncertain when making a choice?

What's your most significant pain point in dealing in this category?

How could your industry be improved?

How could the companies in your industry do better?

Questions about your brand experience:

There are many companies like us in the market.

Which ones are top of mind for you?

Why are they top of mind?

Who do you deal with and why?

What could we do better to offer a better service?

If you are familiar with any of our communications,
what do you think about them?

As one of our clients, what are your expectations of us?

Questions about how you compare to competitors:

What are we like compared to others in the industry?

What do others in our industry do better?

What could we do better?

You may have other questions that you would like to add or remove depending on your business/cause, so feel free to do so.

**If you need help talking to some of your clients,
don't hesitate to get in touch with us!**

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