

Customer feedback questions

Gathering customer feedback is the bread and butter of product marketing and it's essential you're touching base with yours on a regular basis - for some that are daily, others weekly, and others again biweekly. There's no magic number, but there's no such thing as too much feedback; the more the better.

We'd always recommend collecting your feedback over the phone or in person so you can

- a)** dig deeper into people's answers, and
- b)** gauge the customer's tone of voice, facial expressions, and reactions.

Remember, you want to know the good, the bad, and the ugly, so don't shy away from asking questions that might derive negative feedback - these are critical in helping you improve.

And finally, not all of these questions should be asked, this download is intended to be a master list of questions for you to take inspiration and pick and choose from.

Product feedback

- In terms of ease of use, how would you rate our product?
 - Are there any areas of our product you struggle to use more than others?
 - How do you find our product visually?
 - Would you say our product is intuitive? Please explain the rationale behind your answer.
 - Have you ever been a customer of our competitors? If so, how does our usability compare to theirs?
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- If you could, what would you choose to change about the usability?
 - Which parts of our product do you use most and why?
 - Which parts of our product do you use least and why?
 - Are there any additional features you wish we had?
 - What's your reason for wanting those additional features?
 - Does anything about our product confuse you?
 - Would you say you're confident you know about *everything* our product does?
 - How would you sum up the benefits of our product?
 - How often do you use our product?
 - Does anyone in your team use our product?
 - Do you find it easy to talk people through how to use our product?
 - Have any parts of our product exceeded your expectations? If so, why?
 - Are there any parts of our product that haven't met your expectations? If so, why?
 - Why are you leaving us? **(for people who cancel/leave)**

Customer service

- Have you ever needed to contact our customer service team? If yes, what are the main reasons you've needed to call up?
 - Was the person you spoke to able to answer your question there and then?
 - Were your queries resolved in a timely manner?
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- How did you find the people you spoke to?
 - What was the process of getting your query resolved like?
 - How do you think our customer service process could be improved?
 - Can you think of any great customer service interactions you've had in the past (from our company or otherwise) that really stood out to you?
 - How do you prefer to raise questions or complaints? I.e. over the phone, via email, on live chat, etc.

Sales feedback

- How did you find the sales process?
- What were your interactions with our sales reps like?
- Is there any information you didn't receive during the sales cycle that you wish you did?
- How do you think our sales process could be better?
- Where did you first hear about our product?
- Was there anything in our sales process that turned you off?
- Were the sales teams able to answer all your questions for you?

Marketing preferences

- When you're looking into new products, do you seek third-party validation? If so, what kind? And where do you go for it?
 - How do you prefer to be contacted by brands? I.e. by email, phone, text, social
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media, mail, etc.

- How much does a brand's visual identity influence your perception of them?
 - How would you describe our visual identity?
 - How would you describe our tone of voice? Would you say you like it?
 - When are you most active on social media?
 - Does social media marketing have any bearing on work purchases?
 - At what point in your journey with us did you really realise you were interested in our product?
 - Have you visited our website?
 - How did you find our website to use?
 - How would you describe the look and feel of our website?
 - What would you change about our website?
 - What's your primary reason for visiting our website?
 - What's missing from our website?
 - Is there anything you liked in particular about our website?
 - Do you read our monthly newsletters? If yes, what do you like about them? If not, how come you don't read them?
 - Do you think we communicate product updates well? If yes, what do you like about our updates? If not, what do you dislike about them?
 - How could our product updates be better?
 - Do you think you hear from us enough outside of product updates? Please talk us
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through the ideal frequency of communication for you.

Understanding your customers

- What prompted you to find a solution to your problem in the first place?
- Are there any scenarios that could've led to you taking out our product sooner?
- Since you signed up with us, have you ever considered leaving? If so, why?
- Is the reason you initially took out our product the reason you still use it?
- What are the main problems our product solves for you?
- How do you measure the success of our product?
- How could we solve even more problems for you?
- Have we completely erased the problem you first sought our solution for?
- Is there anything you expected from our product but didn't get?
- How would you rate your overall satisfaction with our product?
- How likely would you be to recommend our product to someone you know?
- How long did it take you to see results with our product?
- How has our product impacted you/your business?

Your onboarding process

- How long did it take you to get fully onboard to our product?
 - Do you think we did enough to support you during the onboarding process?
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- How could our onboarding process be better?
 - How do you prefer to be onboarded? I.e. via video, guides, in-app walk-throughs, etc.
 - What didn't you like about our onboarding process?
 - What's the best onboarding process you've ever had? What did you like about it? And who was it with?

Pricing

- Would you say our product's good value for money?
- Do you think our product's priced appropriately?
- How did you find the initial payment process?
- How could our payment process be better?
- How do you find the process of receiving invoices?
- How could our invoicing process be better?
- Did you find it easy enough to find our pricing online?
- Does it put you off when you have to call an agent to get a quote? If so, why?
- Is pricing a worry for the future? I.e. Do you think there's a chance it could get cut from your budget?
- How much, if at all, do reward programmes factor into purchase decisions?

Testing new concepts

- If we added feature X to our product, would you find it useful? If yes, what do you
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think you'd use it for? If not, why wouldn't you use it?

- Would you be willing to pay more for feature X now you're already a customer?
- How much more would you be willing to pay for feature X?
- If we introduced feature X, would you be willing to test it for us?
- If we added product Y to our line, how likely would you be to buy it?
- How much would you be willing to pay for product Y?
- What would be your main cases for product Y?
- How do you currently solve the problem product Y would resolve?

Getting to know your competitors

- What solution were you using before you took out our product?
 - Have you ever been a customer with Competitor 1, Competitor 2, or Competitor 3?
 - Can you talk us through how you find their solution one by one?
 - What made you leave them and choose us?
 - What do we do better than them?
 - What do they do better than us?
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