

To Ask Your Satisfied Customers

One of the very best ways for potential clients to learn about your brand is through the words of your existing customers — **but what questions will bring out the most valuable testimonials?**

Here are 21 options you can pick from, designed to elicit great responses and turn your clients' experiences into top-quality content:



PART ONE: **Background questions**

1. Can you give us an overview of your company and your role and responsibilities?
2. How big is your department or team?
3. Tell us about your target customers and the clients you work with. What do they care about most?
4. What are some of the issues that are unique to the industry you operate in?



PART TWO: **Problem questions**

5. What drove you to seek out a partnership with our brand?
6. Can you elaborate on some specific pain points you were experiencing?
7. How were you previously dealing with those issues, and what was the outcome of those efforts?
8. How did these issues affect factors like morale, efficiency and customer satisfaction?



PART THREE: **Solution questions**

9. How did you first hear about our products and services?
10. Which products and services did you use? Can you describe how you used them to help resolve the issues you were experiencing?
11. Were you looking at other vendors? If so, tell us about that process and why you chose us instead. What capabilities made our solution stand out?
12. Tell us about the implementation. How long did it take, and who championed it in your organization?



PART FOUR: **Benefits questions**

13. What key performance indicators or metrics were you tracking throughout implementation? And what sorts of changes and improvements did you see after using our solution?
14. What did you do with the time, money and energy saved?
15. What were some of the unexpected or less quantifiable benefits?
16. How was the solution received among other stakeholders and team members?
17. What did you like most about the experience with our product or service?



PART FIVE: **'What's next?' questions**

18. How do you intend to maximize the value that our product or service provides in the future?
19. Can you tell us about any upcoming initiatives or expanded uses for our solution?
20. What, if anything, would you like to see added or changed about the product or service?
21. Do you have anything to add that we haven't covered, or that you think is important for prospective clients to understand about your experience?

Once you've ascertained the answers to a selection of questions like these, you'll be well on your way to **assembling a truly convincing case study!**

