

How to Ask the Right Questions



Welcome to How to Ask the Right Questions

This document will help you start gathering customer insights and make data-driven decisions for your business.

1. How to Ask the Right Questions

To gather useful and actionable insights, ask questions that dive into your customers' needs, preferences, and pain points. Here are five open ended questions to consider when speaking to your customers:

1 What are the biggest challenges you're facing when buying our product/service (i.e. coaching service, cold brew coffee)?

2 What 3 things would make your experience with our product/service better?

3 What specific features or benefits matter most to you when choosing a [product/service]?

4 How does our product/service compare to others you've used?

5 If you could change one thing about our product/service, what would it be?

2. Survey Template

Use this template to gather structured feedback from your customers.

- Feel free to customize the questions to fit your business needs (for example, changing product/service descriptions to match what you offer).
- Distribute the survey to your customers via email, social media, or post-purchase interactions to gather insights.
- Then analyze the data to identify trends in satisfaction, preferences, and areas for improvement. Download *Five Steps for Reviewing Feedback*.

	1	2	3	4	5
How likely are you to recommend our product/service to a friend or colleague? (Please rate on a scale of 1 to 5, with 1 being "Not likely at all" and 5 being "Extremely likely")					

	Price	Quality	Brand Reputation	Convenience	Customer Service	Other (Please specify)
What was the most important factor in your decision to purchase our product/service today? (Please choose one)						

	1	2	3	4	5
How satisfied are you with the quality of our product/service? (Please rate on a scale of 1 to 5, with 1 being "Very dissatisfied" and 5 being "Very satisfied")					

	1	2	3	4	5
How easy was it to make your purchase? (Please rate on a scale of 1 to 5, with 1 being "Very difficult" and 5 being "Very easy")					

	More flavors	Customization options	Eco-friendly materials	Faster delivery	More payment options	Other (Please specify)
Which of the following features would you most like to see in our products or services? (feel free to modify options based on your business type) (Choose multiple options, if applicable)						

Hola  **Insights**

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