

Customer Interview Sheet

Customer Interview Sheet Format

- Customer Name: _____
- Date of Interview: _____
- Interviewer: _____
- Interview Type (In-person/Phone/Email): _____

1. Background Information:

- Company/Organization Name (if applicable): _____
- Position/Title: _____
- Industry/Field: _____
- Years of Experience/Engagement: _____

2. Needs & Challenges:

- What challenges are you currently facing in your business/personal life?

- How do you typically address these challenges? _____
- What products or services are you currently using to solve these challenges?

3. Expectations & Goals:

- What are your key expectations from the products/services you use?

- What would make your experience better with the products/services you use?

4. Feedback on Product/Service:

- What do you like the most about the product/service? _____
- What improvements would you suggest? _____

5. Purchasing Behavior:

- How often do you purchase related products/services? _____
- What factors influence your buying decision the most? _____

6. Closing Remarks:

- Any other feedback or thoughts you'd like to share? _____