CHASM

Customer Interview Questions

Overview

1.1 What is your role and responsibilities within the organization?
1.2 What does your day look like and what are some of you major daily challenges?
1.3 What are your highest priority objectives?

Consideration

2.1 Before considering our solution, what were the biggest trends in your market?
2.2 What triggered you to search for this type of solution?
2.3 How did these relate to your business environment and trends in your industry?

Reasoning

3.1 What were the main problems that you were trying to tackle before finding our solution?
3.2 What approaches have you considered to manage or solve these business issues before using our solution?
3.3 What trigger point made you look for another approach to solve these problems?
3.4 How did you hear about our solution?

Selection

4.1 What was the trigger that made you consider our solution?
4.2 What was your role in the process?
4.3 Where do you look for alternatives?
4.4 What are your highest priority objectives when considering trusted resources?

Achievement

5.1 What does success in terms of KPIs and outcomes look like?
5.2 Can you list your major expectations and outcomes with our solution?
5.3 How have things changed since the beginning of this journey?
5.4 How are you tracking success?
5.5 Were there any expectations our solution hasn't met?
5.6 What was the most significant challenge met for you personally?
5.7 What are your next steps?