

External Interview Template

Company, contact, role:

Name and date of project:

Date of call:

Telephone number:

Introducing the call:

"I would really appreciate your feedback on your relationship with <your client>.

We want to improve how <your client> describes what they do, to better communicate the value they can bring. To do so, I'm asking for help from the people that matter most – customers and contacts. Your opinion is really important to us – it helps us to see what <your clients> does from the outside looking in.

The call should take no longer than 30 minutes. I'll ask some structured questions and record your answers. Your responses will of course be treated in the strictest confidence.

Client Feedback questions:

[Tailor these to suit what you want to get out of the call. If it's pure research into a new product or service area then dig deep into their role and challenges. You can give an overview of the new service and get their thoughts too. If they are a customer, ask them about their challenges and get their feedback on the work <your client> has done to date.]

Questions about their role and challenges:

1. Please explain your role and business in your own words.
2. What are you trying to achieve in your role? What's your vision and ambition for the future?
3. What are the main challenges you face when it comes to xxx (the interviewee's area of expertise)?
4. Why is this important? To the business, to you?
5. Why is it so hard? What questions do you wrestle with?
6. How would you solve this?
7. What happens if you don't tackle it?



Their views on your work and your business:

1. How did you initially come into contact with <xxx> company? First impressions?
2. Why did you choose to work with us? What was the specific challenge you wanted to solve?
3. What other options did you look at to make this happen?
4. What did you hope we'd do for you?
5. What have we helped you achieve?
6. What value has the work brought? What results have you seen? Why is that important to you?
7. How would you describe the experience of engaging and working with us?
8. How do we compare to similar suppliers/products you have worked with?
9. If you had a magic wand what's the one thing you'd change or improve?
10. What are our 3 biggest strengths? Why are these important to you?
11. How would you describe what we do? What do you know us for? What category would you put us in? If you referred us to a friend, what would you say?
12. Why does the world of x need an organisation like ours?
13. When should someone pick up the phone to us?

Freeform feedback and thoughts:

14. Anything else you'd like to say?

"I really appreciate you taking the time today, and thanks for those insights. If I have some follow-up questions, would it be okay if I reached out on email?"

That's great. Goodbye!"