

Customer Interview Checklist



- Define one clear customer interview goal
- Select interviewee with different roles and views
- Think if you want to offer an incentive
- Choose your interview format
- Design your interview questions
- Plan for cancellations and no shows
- Do less than 50% of the talking
- Pay attention to body language and tone of voice
- Record the interview and take notes
- Be sensitive to privacy
- Follow up and say thank you
- Document your interview and process



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