

Successful Client Interview Template

Client Interviewee Name:

Interviewer:

Date of Interview:

Interview Prompts:

1. Why did they buy your solution in the first place?

- Why did you originally choose this solution?
- What were you doing/using before?
- What was the primary business objective or purpose you were trying to achieve through our solution?

2. How Successful has it been?

- How do you measure success?
- How is it calculated?
- Where does the data come from?
- How do you know it has been successful? Benchmarks? Standards?
- How successful is it?

3. What have you done to make it successful?

- Why was the rollout of our solution successful in your organization?
- Who was essential? (Roles, Teams, Executives)
- How did you get buy-in from users?
- What processes/behaviors needed to change in order to achieve success with our solution?
- What else did you have to do to make it successful?

*Optional: What's Next?

- Where are you going next?
- What are your key priorities for next year?