



Connect with your customers

Customer experience interviews

**Learn about your customers
experience and the
difference you make for them
- in their own words.**

**Time needed: allow for an hour or two to
prepare, 15-30 minutes per interview,
then a bit of time after to review.**



A mindset shift

This is all about stepping away from your business role, and your understanding of how customers “should” be engaging with your business.

You’ll need to take an outside perspective, try to put yourself in their shoes, and focus on **listening to understand, rather than to sell or educate.**



Which customers should you start with?

I'd suggest starting with a **strengths based** approach - so choose customers who already appreciate your service.

1. Understand what's working and why, so that you can build on these aspects
2. Especially if you're new to this, to make your own experience a positive one.



Process

1. Identify a handful of people to interview and how you'll invite them
2. Decide on a thank you gift
3. Invitations (explain that interviews are to understand their experience for your business development, rather than a sales call)
4. Interviews!
5. Make a few notes after each one
6. Review what you learned



Interview script

This is a template for you to adapt as needed

Introduction

- Thank the interviewee for agreeing to meet with you
- Explain that you'd like to understand their experience with your product / service - both positive and negative, and that your overall goal is to better meet customer needs
- Make sure they know its OK to pass on answering if they prefer
- Check if they have any questions for you before beginning

Its a good idea to set up a timer.



Question one

Ask about their experience using the product/service - how they found it, the steps they took, and what happened.

Question two

Enquire about what made them decide to look for and try the product/service - what was the need, problem or reason?

Question three

Ask how they would describe the outcome, or what they ultimately got out of using the service. Be open to hearing about positive and negative aspects.

Question four

Is there anything they would change, to make it a better experience?

Question five

Before wrapping up, ask if there's anything not covered so far that they would like to share.

Don't stress if there isn't time for all the questions - leave some time at the end to close without rushing.



Closing

At the end of the session:

- **Ask the interviewee if they have any questions for you**
- **Offer the thank you gift**
- **Discuss any follow up**

Thank your interviewee for their time and sharing their experience with you.



After each interview

While the conversation is still fresh, for each question, think about:

- What was interesting or unexpected or surprising?
- What contexts or situations were described?
- What were the qualities described, and why were they important?
- What words were used?



Reflection and learning

Once all the sessions are done - think back, have a look across your notes, and reflect on what you have learned - and what you could do next.

I hope this has been a positive and engaging experience that's given you fresh ideas about your business.



Your feedback
welcome 🎉

I'd love to hear how this went for
you - please send your thoughts
and feedback to:

hello@designforwellbeing.nz



This resource is the first in a series (to be published through July 2026):

Connect with your customers

Customer experience interviews

Using your customers language

Words and labels

Usability for business

The methods behind making your service easy to use

Become discoverable

Share information about what you offer

Customer service as

prototyping

How great service and information can help you build positive, ongoing relationships with your customers