## **Customer Interview Guide – Touchpoint Analysis**

1. What put you in the market for a solution?
2. What approach were you previously using to address your need or problem?
3. How did you initially become aware of our solution?
4. What informational tools did you use to evaluate vendors (Website, Blog, Books, Webinars, Referrals, Case Studies, Etc.)?

1. Who is typically involved in the buying decision process?
2. As you began the selection process, what were the initial selection criteria?
3. How did you build the initial list of vendors to consider?
4. In the final hours of the decision process, what do you feel were the key factors that compelled you to select the solution that you did?
5. Supplemental Questions:
   1. What is 1 thing that is changing so rapidly in your business that you must address it this year?
   2. On which resources will you depend the most on this year?
   3. What’s one piece of information that you can’t get your hands on that you would move heaven and earth to obtain?