

Customer success story questions

Quality customer success stories always need great customer responses.

But how do you get the responses you need? The ones that are positive, trustworthy and compelling?

Simple - you ask the right questions.

Here, we've got the questions you can ask to create the most effective customer success story.

Remember it's about them

An effective success story is of course all about the customer, so you need to prompt them to talk about themselves, open up, and explain their company in depth. Details like this will make your success story so much more valuable, and you'll set the scene with something people can really relate to.

- What kind of company do you run?
- What are you currently working on?

Focus on their aims

To ensure your story is strong and convincing, you need to formulate a clear idea of what your customers were trying to achieve when they came to you. Get them to talk about their long and short term aims, or preferably a mix of both.

- Where are you headed as a business?
- What are your main long and short-term business goals?
- Can you give us an overview of specific targets you wanted to meet?

Dig into the real root of their issues

This will make up the meat of the success story. Delving into the main reasons why they chose you. So ask the questions that help your customer see the main problems they were having and why they needed the right solution.

- What were the main challenges you were facing?
 - What motivated you to solve these challenges?
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- What were the issues that drove you to us?
 - Why were these issues so bad?
 - When was the turning point where you realized you needed to fix your situation?
 - What was at stake if you didn't find a solution?

Hone in on why they chose you

To really make your success story powerful and authentic, you want to get to the crux of why they chose your product or service, and what was it that made you stand out from the competition. Just make sure you don't put words into their mouths.

- What made you choose us over the competition?
- What specifically attracted you to our product/service?
- What was it about our USP that appealed to you?
- What did we have that no one else on the market could offer you?

Get into the specifics of how they use your product/service

Add way more credibility to your story by delving into how they use your offering and integrate it into their company. This will build trust with readers, and allows them to imagine how easily your product/service will work for them.

- Can you tell us in detail how you use our product/service?
 - How do you find the process of using our product/service?
 - How do you combine our product/service with your way of working?
 - What was your first experience like using our product/service?
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Encourage them to share results

Every great story needs a great ending. So encourage your customer to describe all the ways your solution has helped their company. If they can give you specific numbers and qualitative information about the results, this is ideal.

- How have you benefited from using our product/service?
- What do you enjoy most about using our product/service?
- How were your targeted goals affected by our solution?
- Did our product/service help you achieve your goals?
- Did you need to set new targets as a result?

Go beyond the business impact

You want to help make people's lives easier with your product/service, so ask your customer how you've improved theirs. Positive impacts, that go beyond the pure business benefits, can really help to make your success story more compelling and relatable.

- How has our product/service improved your day-to-day life?
- How have we saved you time, stress and hassle?
- Has our product/service got you more noticed outside of work?

Show how they've grown from their experience

This is something many success stories miss out on – asking your customer what they actually learnt from using your product or service. Doing so will highlight how you help customers solve problems while also helping them learn and grow.

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- What have you learned from working with us?
 - Can you show us what you've learnt as a direct result of our product/service?
 - How has your company grown from the experience?
 - Has our product/service helped you develop as a company? Did this go beyond your initial expectations?

Sum up your offering

To close out your success story, you need to give the customer a chance to provide you with a perfect testimonial that neatly sums up the product/service you provide.

- What would you say to other businesses facing the same challenges you did?
 - Is there anything else you think we or others should know?
 - How would you summarize our offering?
 - What three adjectives would you use to describe our product/service?
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We're gonna be putting together more question lists like this, so be sure to let us know what's been working for you!