

Survey Questions for 10 Customer Insights

Battle™ 2 compels you to acknowledge that you don't really know thy customer because knowing your customers inside and out is complex. Here are survey questions you could use to help uncover the 10 key insights every leader should know about their customer.

- When you first began to explore a [production/service] company, how did you source your options? (options are platforms like LinkedIn, search engine, etc)
- After you identified your potential vendors, where did you begin your research on the company?
- Please rank the following in order of importance for why you select a specific [product/service] company. (options are your differentiators)
- Which of the following reasons contributed to you choosing [company name] as your vendor? (options are your differentiators)
- On a scale from 0-10 where 10 = meets all needs and 0 = does not meet any need, how well does [company name] meet your company's needs?
- How likely is it that you would recommend [company name] to a friend or colleague?
- In terms of volume, roughly what percentage of your [product/service] needs are provided by [company name]?
- Including [company name], how many [product/service] companies are you currently using?
- Think about the company that provides you with the largest volume of [product/service], how do they compare to [company name] across each of the following categories. (Use scale of Much Better to Much Worse for differentiators.)
- Please select the top three reasons that would make you consider changing your [product/service] company.
- How do you expect your need for [product/service] to change in the next 3-5 years?