

(Pre-work)

CUSTOMER INTERVIEW SHEET

Customer Name _____

Customer Contact Person _____

Date _____

Instructions: Interview one of your team's key internal or external customers and record their answers to the questions below. It is best to meet with the customer face to face to discuss these questions. If you cannot, at least try to have a live telephone conversation.

1. What product(s) or service(s) does our company/team provide to you?

2. How would you describe your relationship with our company?

3. On a 7 point scale, with 1 being poor, 4 being satisfactory, and 7 being excellent, how would you rate us on the following:

Product Quality: POOR 1 2 SATISFACTORY 3 4 5 EXCELLENT 6 7

Service: POOR 1 2 SATISFACTORY 3 4 5 EXCELLENT 6 7

Overall Performance: POOR 1 2 SATISFACTORY 3 4 5 EXCELLENT 6 7

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CUSTOMER INTERVIEW SHEET (CONTINUED)

4. What specific requirements or standards do you expect us, your supplier, to meet? How would you rate us on meeting them?

(These can be in the areas of cost, quality, speed, service, volume, or other. Ask them to be specific.)

Specifically, what is it?	How well are we meeting it?						
	POOR		SATISFACTORY			EXCELLENT	
Requirement 1: _____ _____	1	2	3	4	5	6	7
Requirement 2: _____ _____	1	2	3	4	5	6	7
Requirement 3: _____ _____	1	2	3	4	5	6	7
Requirement 4: _____ _____	1	2	3	4	5	6	7

5. What three things are most important to you regarding the service(s) or product(s) we provide you?

- a. _____
- b. _____
- c. _____

6. In what areas are we doing the best at meeting your expectations?

7. In what areas are we doing the worst at meeting your expectations?

8. What suggestions or recommendations for improvement do you have for us?