

Customer exit interview questions

Understanding your customers' unfiltered opinions is crucial to creating raving fans. Now, if you're offboarding a customer (A.K.A. conducting a customer exit interview), you'll unfortunately have lost a client. But when life gives you lemons...make lemonade!

While you might have lost a client, you can find out what went wrong to prevent this case of customer attrition from happening again.

By following this handy framework, you can extract meaningful insights from offboarding your customers and turn them into action.

How did your team do?

Your customer success team is the face of your company, building relationships and guiding customers through their journey. Their performance can directly influence satisfaction and retention.

Feedback provides insights into how well they are translating your brand promise into positive experiences. Consistent feedback ensures the team evolves with customer needs, fostering stronger bonds and loyalty.

Q: How have you found your interactions with our teams?

When you ask a question like this, you'll have a better, more well-rounded understanding of your company's relationship with the customer. What's more, this question is a great starting point to reveal if there were any interpersonal issues or communication gaps that contributed to the customer's decision to leave.

Q: To what extent did our customer success play a role in maximizing the benefits of our collaboration?

This directly assesses the performance of the customer success team. It can highlight areas where the team excelled or fell short in delivering value.

Q: Can you characterize your experiences with our support team?

This gauges the effectiveness and efficiency of the support team. It can reveal if support-related issues influenced the customer's departure.

Q: In what ways could we have improved our support for you and your colleagues?

This provides actionable feedback on how the company can enhance its support mechanisms, ensuring better customer retention in the future.

Q: What actions should our team stop doing immediately?

This identifies any detrimental practices or behaviors that may be driving customers away. It's a direct way to understand pain points from the customer's perspective.

Are your processes good or bad?

Your processes, from onboarding to billing, shape how customers interact with you.

Feedback pinpoints friction and waste to streamline workflows. Smoother processes enhance satisfaction, reduce costs, and allocate resources effectively.

Acting on feedback refines processes for an efficient, hassle-free customer experience. It eliminates headaches that can eventually chip away at loyalty.

Q: Can you describe your onboarding experience with us?

The onboarding process sets the tone for the entire customer journey. Understanding the customer's experience can reveal if there were early signs of dissatisfaction or confusion.

Q: How would you characterize your journey transacting with our company?

This assesses the overall ease and satisfaction of doing business with the company, encompassing aspects like billing, communication, and service delivery.

Q: What were the primary hurdles you faced during our relationship?

Identifying friction points can help the company streamline its processes and prevent similar issues for other customers.

Are there specific areas where you believe we excelled?

Knowing strengths is as crucial as understanding weaknesses. This can help the company emphasize and replicate successful practices.

Q: Which procedure do you think we should prioritize improving for our customers?

This offers a direct insight into areas that need urgent attention, ensuring that resources are allocated effectively to enhance the customer experience.

Find out what the customer has liked and not liked about your product

Your product(s) is the core offering around which your business revolves. Feedback on the product is crucial because it provides insights into how well the product meets customer needs, its usability, reliability, and any potential gaps or shortcomings.

This feedback is the cornerstone for product development, innovation, and enhancement, ensuring your product(s) evolves in tandem with market demands and customer preferences.

Q: How would you recount your journey with our product?

This provides a holistic view of the customer's experience with the product, from initial impressions to reasons for departure.

Q: Which workflows posed the most challenges for your group?

Pinpointing problematic workflows can guide product development and training resources to address specific pain points.

Q: Given unlimited power, which feature would you introduce or refine?

This question sparks creativity and can lead to valuable product enhancement suggestions that resonate with customer needs.

Q: What elements of our software will you reminisce about?

Understanding what the customer has valued most can help in marketing and product positioning, emphasizing these features to attract and retain other customers.

Q: How proficient do you feel you are with our technology?

This can reveal if there were training or usability issues. If a customer feels they couldn't fully utilize the product due to complexity, it's a sign that more user education or product simplification might be needed.
