

SAMPLE CUSTOMER EXIT INTERVIEW QUESTIONS

PEOPLE

- Describe your engagement with our teams.
- How instrumental was the Customer Success team in helping you drive value from the partnership?
- How would you describe your interactions with our support team?
- What could we have done better to support you and the team?
- What should our team stop doing right now?

PROCESS

- Describe your onboarding experience.
- How would you describe your experience doing business with us?
- What were the biggest points of friction in the partnership?
- Can you share with me things you felt we did exceptionally well?
- What process would you recommend I focus on enhancing for customers?

PRODUCT

- Describe your experience using our platform.
- What were the most challenges workflows for the team?
- If you had a magic wand, what one feature would you build or enhance?
- What aspects of the platform will you miss?
- How would you describe your level of expertise in using the technology?