



# 24 questions to ask your eCommerce customers during an interview

*This is an extra resource to go along with the original article:*  
[eCommerce customer interviews: How to collect actionable feedback](#)

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Here's a list of useful questions to ask your customers. This is only a *generic* list. It's important to come up with unique questions that relate to your business, products, and customer segments. (For example, if you send a handwritten note with orders, ask if they liked it.)

1. What **did** you enjoy about your shopping experience?
2. What **didn't** you enjoy about your shopping experience?
3. What could we do to make your next shopping experience better?
4. Is there anything you wish you could buy from our store?
5. How did you hear about us originally?
6. Why did you choose our store over our competitors?
7. Did you look for products from our competitors first? If so, which ones?
8. Did your products arrive on time and in good condition?
9. What are your short- and long-term goals with the product you purchased?
10. What do you hope to accomplish with your products?
11. Would you refer our store to your friends? Why or why not?
12. If you could change one thing about our store, what would it be?
13. What triggered you to make your most recent purchase?
14. Have you ever considered making a purchase but decided not to? Why?
15. Do our competitors do anything you wish we would?
16. Did you find our website easy or difficult to navigate?
17. Did our product pages include enough information for you?
18. How useful do you find reviews or ratings from other customers?

19. Did you have trouble finding anything on our website?
20. Do you find our website visually appealing? Why or why not?
21. Was it fast and easy to check out? Why or why not?
22. Do you feel like your financial information is safe with us?
23. What could we have done to exceed your expectations?
24. Is there anything else you'd like to tell us about your experience?