

# Case Study Interview Questions

## **Preparing to dive into a client interview? Here's what to ask**

- 1) What challenges were you experiencing before we first got in touch?
- 2) What would have happened in your business if you hadn't solved these challenges?
- 3) Did you explore other solutions before we worked together? How did they work out?
- 4) What convinced you to use my services over another solution?
- 5) What was it like to work with me?
- 6) What were the results of our work together? (Note: If applicable, list specific metrics you'd like to know.)
- 7) How has our work together benefitted your business?

## **A few things to keep in mind**

### **Send the questions ahead of time**

Especially if you're looking for some specific metrics to share in your case study, sending the questions ahead of time gives your interviewee time to think about their answers and prepare thoughtful, more in-depth responses.

### **Interview the right people**

Your main point of contact for a project may be the most obvious person to interview. However, there may be others who can provide important insights as well. Was your contact's boss familiar with the project and its results? Were other departments positively affected by your efforts? Think like a journalist. Try ending your interview with the question "Is there anyone else I should talk to for this story?"

### **Focus on flexibility**

Treat your interview like a conversation and don't be afraid to dive down a few rabbit holes. Questions like "Why?" "Why not?" and "Can you tell me more about that?" can reveal deeper insights and better quotes you can use in your case study. This is also why recording the interview is so important—it lets you listen closely instead of devoting that brain space to typing.

Happy interviewing!

*Jessie Lewis*