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Data gathering questions

* Open ended question
* Close ended question
* How would you describe Klaus Brewery?
* What services does Klaus brewing company offer?
* Can you briefly explain your current order processing system and what issues are you facing because of it?
* Which department is responsible for monitoring order processing?
* What are procedures for cycle count and in what specific way are they documented?
* What additional features do you want to add to your website? For example, are you interested in increasing your usual number of visitors or want to add some tool that clients can make their order online?
* Is it possible for you to provide a google analytics report for your website?
* Do you have current methods for brand visibility? Any email or newsletter sign up available for customers?
* Who is your target audience? (Asking this can be used to determine website’s appearance or layout for target audience).
* How do you want to structure your loyalty rewards program?
* What specific features are you willing to offer your returning customers as rewards?
* Physical environment can play a huge role in terms of marketing and your customers need to feel comfortable in the set environment. Describe environment of Klaus brewing. How would you describe employee’s interaction with customers?
* What exactly is your brewery aiming to accomplish though social media?
* What current social media sites is your company using?
* Who is responsible for your social media marketing and how often do they post on these sites?
* Providing customer service through social media can help a business improve their reputation. Are you providing customer service by responding back to your customers comments, post and complaints? If so, how do you respond back ?
* Is there a way to measure your social media marketing metrics? Are tools like google analytics used to measure your social media statistics?
* Hashtag campaigns can be a great addition towards marketing. Do you have a current hashtag campaign? if not what would your hashtag be?