

30 Open-Ended and Closed-Ended Questions to Ask Your Customers



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Introduction

How do you keep your customers happy? The answer is simple: by giving them excellent customer service. The more customers will be satisfied with your product or service, the more likely they will use it again in the future and recommend it to others.

To ensure you understand your customers' needs and provide suitable solutions, you need to ask good questions. In fact, any communication with your customers should be through asking them questions to let them express what they want.

This is a method that has been popularized by Bill Gates, who once said: "The best way to connect with people is to listen, not just talk." In customer service, questions are used not only to collect information but also to make the customers more comfortable with you and your company.

Whether customers are asking for advice on a product or need help resolving an issue, knowing the right questions to ask can make all the difference!



Open-Ended Questions in Customer Service

- How can I help you / assist you today?
- How would you describe the issue or concern that brought you in today?
- What's the best way to reach you?
- What was going on when this issue first occurred?
- Is there anything else about this situation that might help me better assist you today?)
- What can I do to make your experience better?
- Is there anything else you'd like to discuss today?
- Is there anything else I should know about the issue at hand before we proceed with troubleshooting?
- How long have you been experiencing this problem?
- What steps have you taken so far to fix the problem yourself?
- Can you describe what happens when you...?
- What do you see on the screen?
- Can I access your computer remotely to try and resolve this issue for you today?
- How would you rate your satisfaction with our service so far today?
- Do you have any other questions that I could answer on behalf of our company today?

Closed-Ended Questions in Customer Service

- Has the problem been happening for a long time?
- What kind of computer do you have, and what operating system are you running?
- Would you like me to send you an email with some troubleshooting steps?
- Does this happen for everyone else who uses that device while they're on our internet connection?
- Is there anything we could have done differently to have prevented this problem from happening again?
- Do you need help finding a solution?
- Were we able to answer all of your questions today?
- Is there anything else I can help you with?
- Would it be okay to email you the receipt?
- Did our service meet your expectations?
- Would you like me to process the refund?
- Can I help you with that?
- Can I call you to follow up?
- Would you like to participate in our customer satisfaction survey?
- Is this your first time shopping with us?

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