

15 essential customer feedback questions

Talking to your customers is one of the best ways to improve your product. Their feedback helps you spot pain points, prioritize new features, and make sure your product continues to meet their needs.

This template gives you a set of tried-and-tested questions to guide your customer conversations. These questions come straight from real product managers who shared their insights in the [State of Product Analytics Report 2024](#), so you know they're the kind that get results.

Use these questions to get valuable insights, shape your product strategy, and make smarter, data-driven decisions.

Understanding customer pain points

1. What frustrates you the most when using our product?
2. What problems do you need to solve, and how can we help?
3. Are there any pain points you regularly experience?
4. What is the most urgent issue you think we should fix?

Identifying product use cases

5. What is your main motivation for using our product today?
6. What workflows do you use most frequently?
7. How often do you personally use the product? Is it making a difference in your work?
8. What did you use before our product to solve the same problem?

Feature adoption and satisfaction

9. What new features of the product have you adopted?
10. What's your opinion of feature X?
11. If we could add something to the product, what would it be for you?
12. What additional features would make your job easier?

Measuring product loyalty and impact

13. If you could no longer use our product, how would you feel?
 14. What do you like most about the product?
 15. What's been your overall experience with the product? How can we improve it?
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How to use this template

- **In customer interviews:** Use these questions in one-on-one calls or meetings to get in-depth feedback.
- **Surveys and forms:** Adapt them into customer feedback surveys.
- **Customer success and support conversations:** Encourage teams to incorporate them into their interactions with users.
- **Product development meetings:** Use insights gathered from these questions to inform product roadmaps and feature prioritization.

By building customer feedback into your product strategy, you'll make sure you're solving real problems, improving user experience, and driving meaningful improvements.