

# the art and magic of customer interviewing



consumer  
*psychology*  
lab



Liesel Jonkheid

# presenter

Seasoned researcher and CX specialist  
12 years CX & qualitative research  
experience

consumer  
*psychology*  
lab

A man with a beard, wearing a grey beanie and a white hoodie, is shown from the chest up. He is resting his chin on his right hand, which has a silver ring on the ring finger. The background is a teal color with black geometric shapes, including hexagons and a large, irregular shape that frames the man's face. The text "questions to answer" is written in a bold, orange, sans-serif font at the bottom left of the image.

questions to answer

**Where to start**

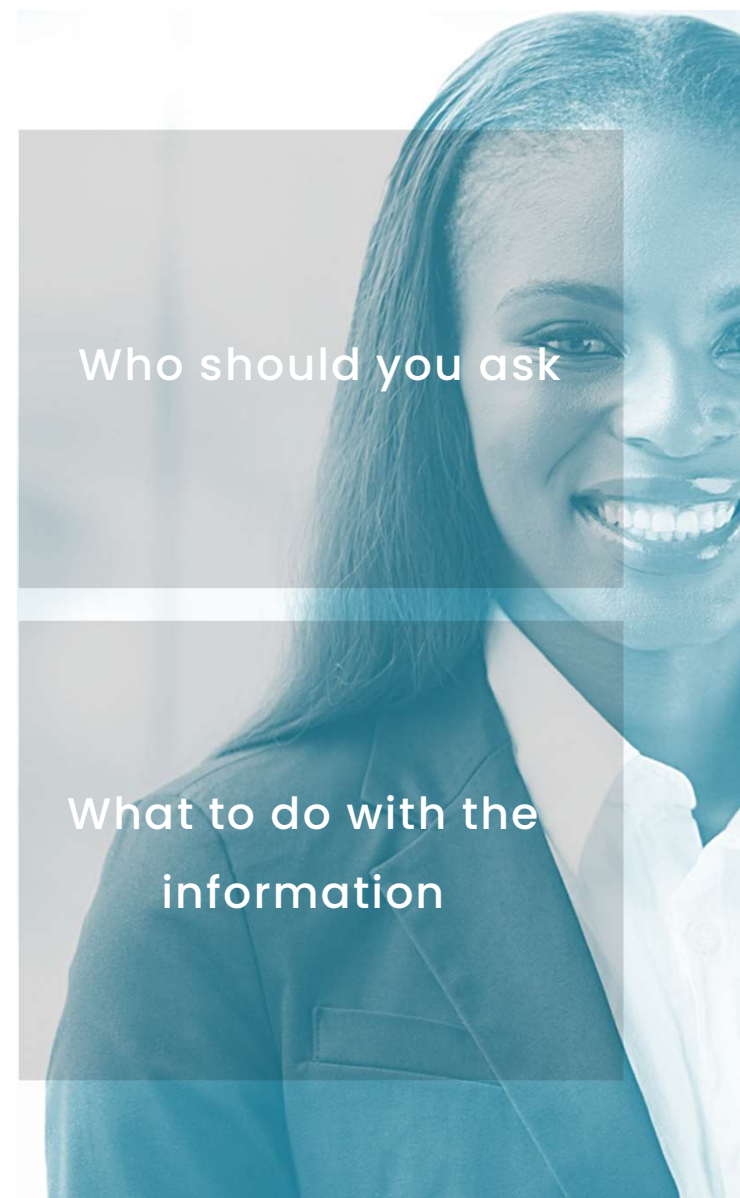
Why do you need  
to talk to  
customers

Who should you ask

What to ask

How to ask them

What to do with the  
information



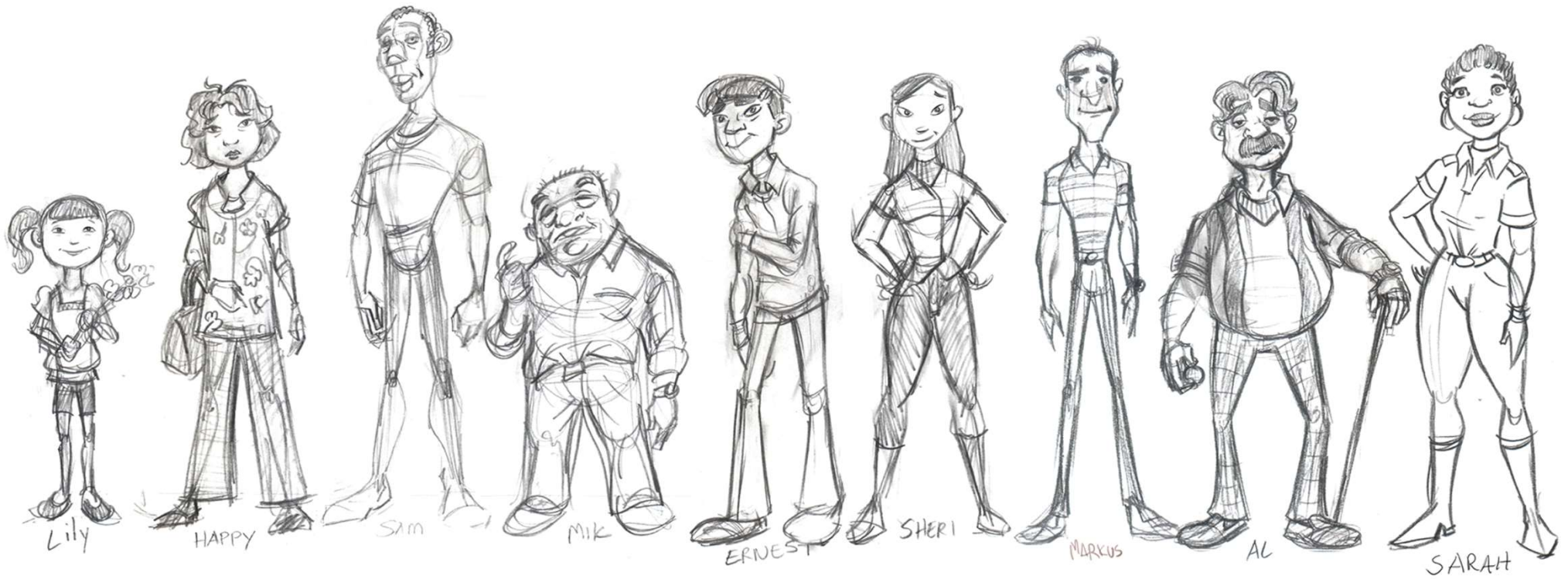
purpose

CJM

EJM

VOC





Personas \* Empathy \* Emotional Journey \* Experience Journey



## **design framework**

methodology, sample

## **data collection**

Fieldwork, insights

## **output**

Integrate data for output

consumer  
*psychology*  
lab



Where to start

Why do you need  
to talk to  
customers

Who should you ask

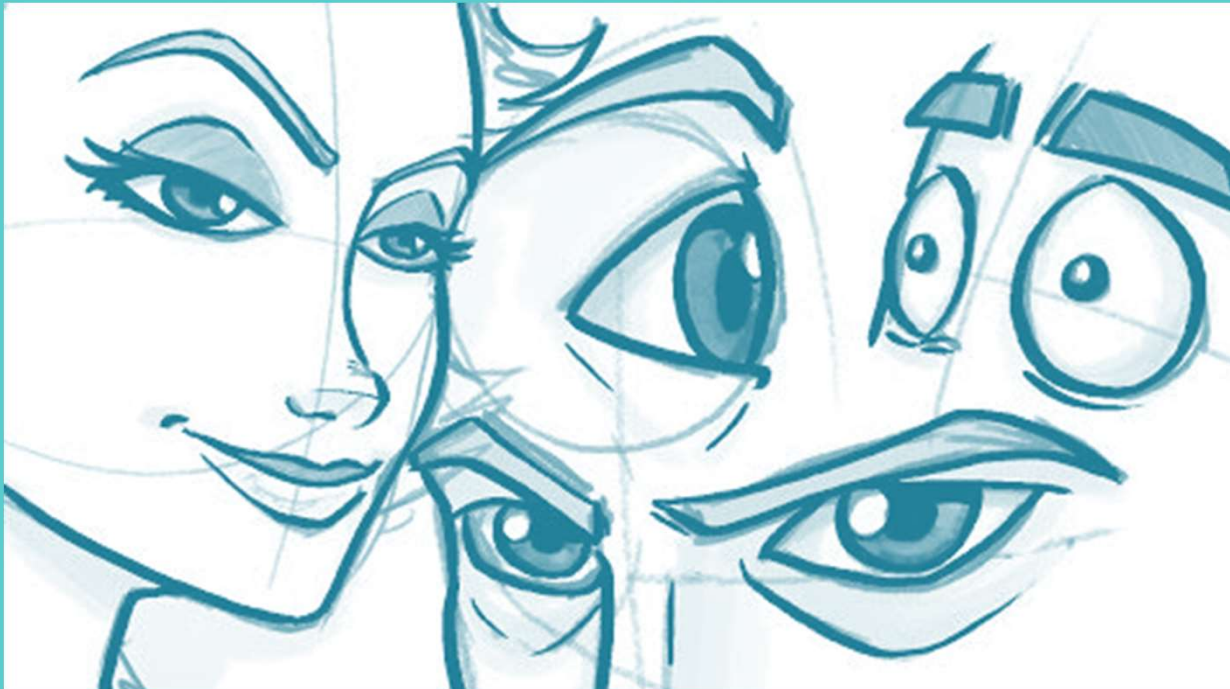
What to ask

How to ask them

What to do with the  
information

consumer  
*psychology*  
lab





Seeing the  
brand and  
journey  
through  
their eyes



Where to start

Why do you need  
to talk to  
customers

**Who should you ask**

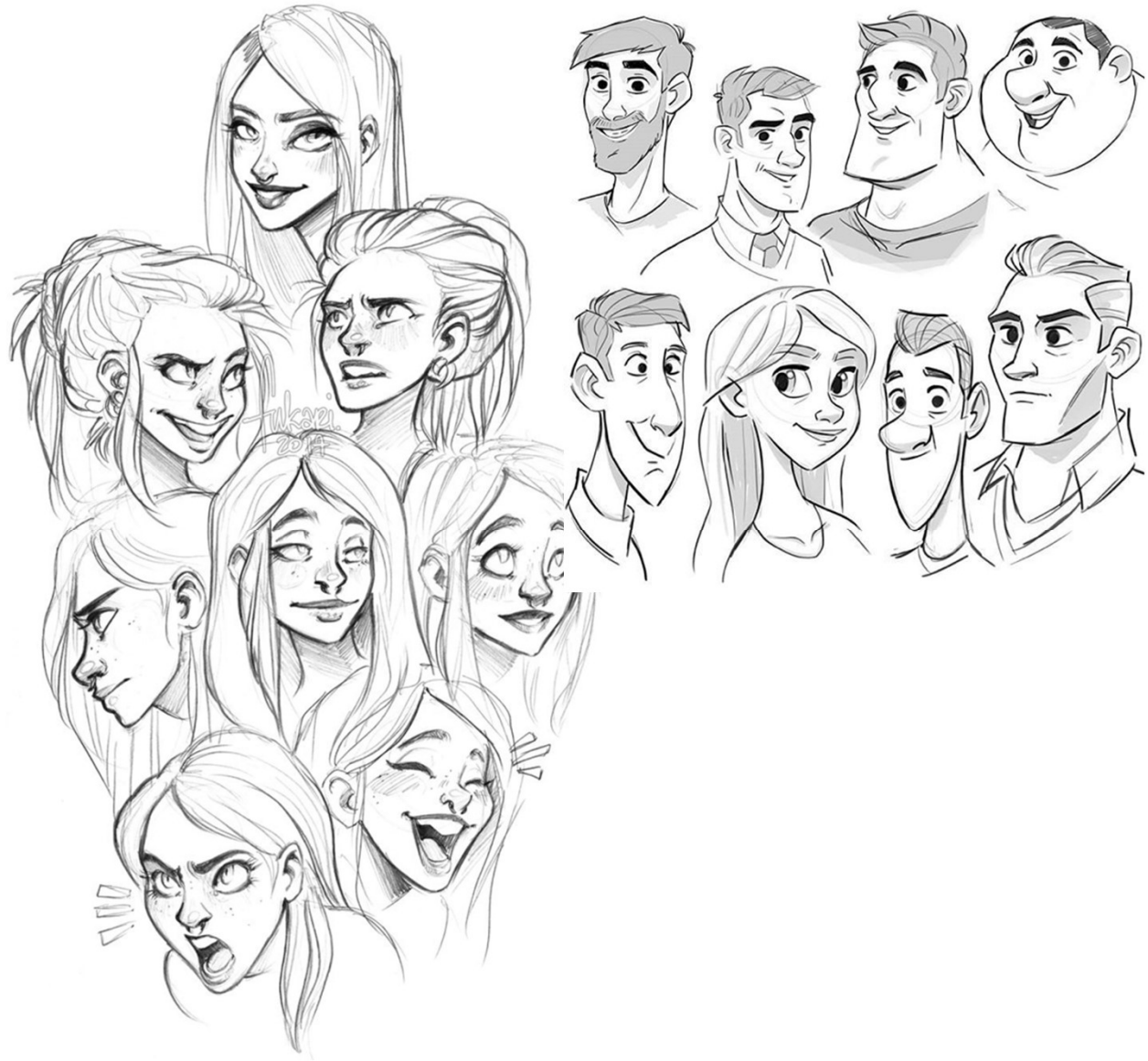
What to ask

How to ask them

What to do with the  
information

consumer  
*psychology*  
lab

Customers  
Competitors  
Employees



Where to start

Why do you need  
to talk to  
customers

What to ask

How to ask them

Who should you ask

What to do with the  
information





Who are you?

How do you approach this  
journey?

What is it like for you?



# What to ask

empathy  
persona  
customer journey  
& experience



## Who they are

Mental (work), emotional, spiritual, fears, dreams, beliefs, values, preferences, attitudes, motivation – empathy

## Problems to solve and jobs to do

What problems do they want to solve what do they need to do to solve it

## Pain points and challenges

What are the (perceived/real) obstacles to resolve their problems

## Touchpoints

What are the (perceived/real) obstacles to resolve their problems

## What is it like, what matters most

Emotional experience, impact (response)

Where to start

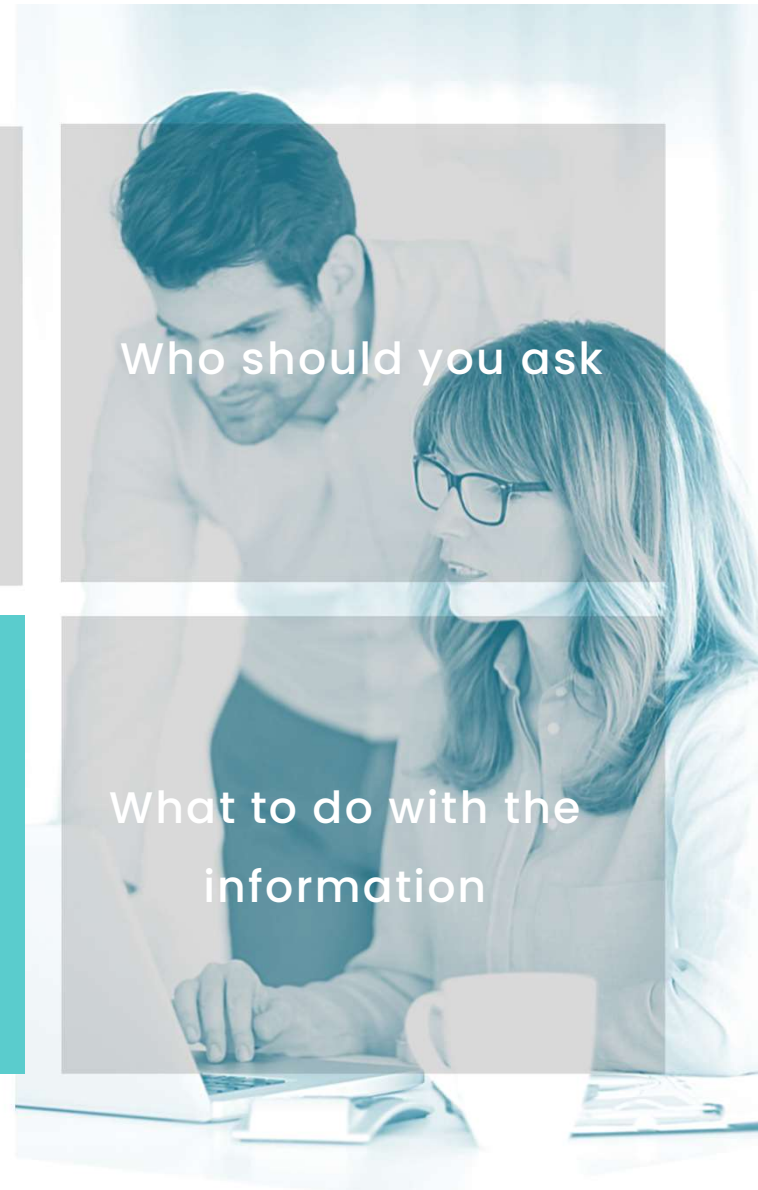
Why do you need  
to talk to  
customers

Who should you ask

What to ask

**How to ask them**

What to do with the  
information



## Quantitative Methods



## Qualitative Methods





# methods

## interviews

In-depth (face-to-face, telephonic, intercepts)

## co-design groups

Focus group

## immersions

Ethnographic studies, observations, mystery shopping

## surveys

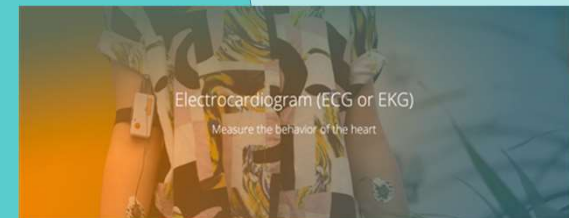
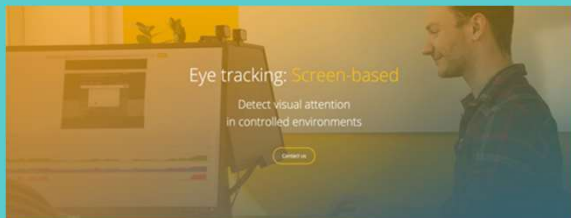
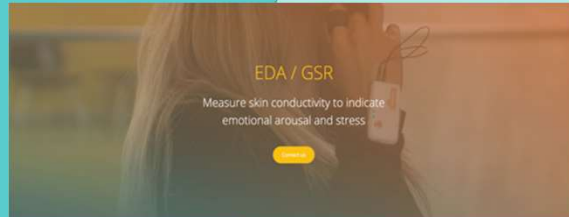
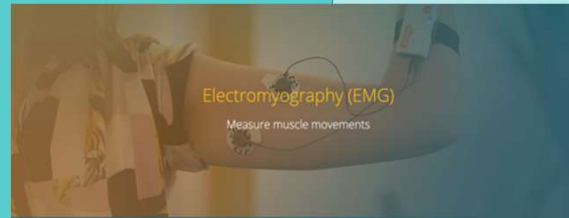
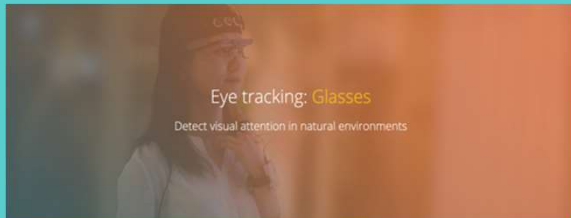
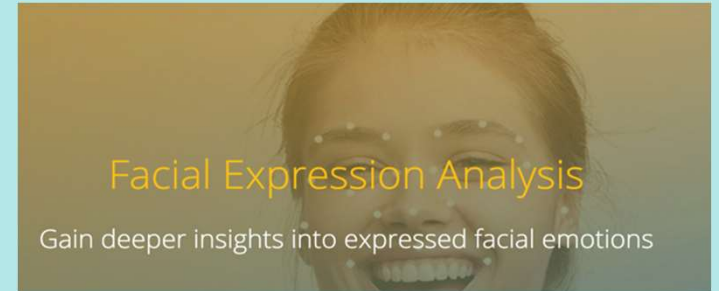
Computer assisted telephonic interviews (CATI), surveys, online panels

## biometrics

Eye-tracking, EEG, heart rate, galvanic skin response, facial expressions.

## diaries

Diarize use, emotions, actions



neuroscience  
e  
biometrics

connect



listen



probe



empathy



art &  
science  
e

stories



impact



#1



Be transparent

Respond intelligently and appropriately.

Curious, Probe, listen & provide a safe space

**connection**



# #2

Anticipate the journey

Understand the purpose

Ask open-ended questions

probing



Listen attentively

Validate

Respond appropriately

**active listening**

# #4

Sense emotions

Imagine what they think or feel.

They must feel safe, understood  
and validated.

empathy



tone, speed, frequency, pause  
Sigh, breathing, smile



read &  
see  
emotions



# #5

What happened (touch points)

Unpack moments that matter to them.

Create a safe space

What do they remember

voc

**the story**

# #6



Understand willingness to

- share their stories (advocacy)
  - forgive (forgiveness)
  - convince others (recommend)
  - go back or buy more (loyalty)
- feeling of being valued, part of a tribe

VOC

impact



No loan car and  
dropped off late

Bad daughter



## Context

Dad is going for first chemo treatment –  
I'm prevented from being there



Where to start

Why do you need  
to talk to  
customers

Who should you ask

What to ask

How to ask them

What to do with the  
information

consumer  
*psychology*  
lab





putting it all together



be ready to be surprised





story



context



impact

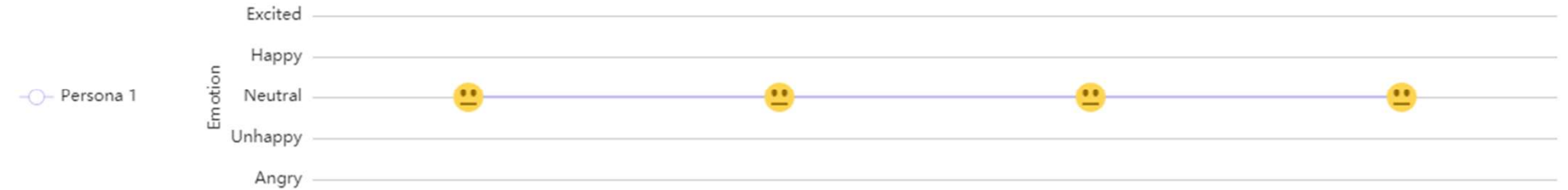
principles for interpretation

Customer Journey Mapping



Customer Experience

Touchpoints	<Double click to edit>	<Double click to edit>	<Double click to edit>	<Double click to edit>
Thinking & Feeling	<Double click to edit>	<Double click to edit>	<Double click to edit>	<Double click to edit>



Recommendations

Ideas for Improvement	<Double click to edit>	<Double click to edit>	<Double click to edit>	<Double click to edit>
-----------------------	------------------------	------------------------	------------------------	------------------------



CX is about  
stories  
Everyone has a  
story to tell