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INTERVIEW
PLANNING GUIDE

48 VIDEO TESTIMONIAL QUESTIONS

A practical question bank for customer stories, B2B case studies and employee interviews.

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INTERVIEW PLANNING GUIDE

Before the interview

Define the audience, purpose and main buyer concern. Choose someone with firsthand experience and meaningful results. Share broad topics rather than this full question list. Have the subject check results and clear anything that needs permission.

01 Questions about the original problem

01 What was happening in your business before you started looking for help?

02 What was the hardest part of that situation?

03 What did that problem look like on a normal day?

04 Who else was affected, and how?

05 What had you already tried?

06 What did leaving the problem unresolved mean for you?

02 Questions about the trigger and search

07 Was there a particular moment when you decided something had to change?

08 Why did you decide to act then?

09 What were you looking for in a solution?

10 Which options did you consider?

11 What questions did you need answered before moving forward?

12 What made you decide to speak with this company?

Listen for the reason beneath the praise

Ask what made the experience good, then why that mattered. Follow the answer instead of rushing to the next question. The customer is the main character; your company is the guide who helped them move forward.

03 Questions about objections and the decision

13 What concerns did you have before you committed?

14 Had a previous experience made you cautious?

15 What did you need to see or understand to feel comfortable?

16 How did you weigh the cost against what you needed?

17 Who else was involved in the decision, and what mattered to them?

18 What ultimately made you choose this company or product?

04 Questions about the experience and the guide

19 What happened when you first started working together?

20 Can you walk me through a moment when their help made a difference?

21 What about their service impressed you?

22 Why was that important to you?

23 How did they respond when you needed help or had questions?

24 What did the experience make easier for you?

Make the answers work without your questions

Ask the person to include the question context in their answer. Replace unclear pronouns with the company or product name. Invite another take when needed. Keep the conversation comfortable and your own energy attentive.

05 Questions about results and resolution

25 What is different now compared with where you started?

26 What can you do now that was difficult before?

27 What result best illustrates the change?

28 If you can share numbers, what do they measure and over what period?

29 What did that change mean for your team or your customers?

30 What would you tell someone facing the same problem today?

06 Questions for B2B customer case studies

31 What was your role in choosing or using the solution?

32 Which business priority did this project need to support?

33 What did implementation or getting started involve for your team?

34 How did the solution fit into your existing work?

35 What evidence can you share about its impact?

36 What should another business understand before making a similar decision?

Use the right questions for the job

Employee interviews help an applicant understand the real work. Customer case studies explain a buyer decision and the change that followed. Choose a handful of questions for your objective; do not ask every question just to finish a list.

07 Employee testimonial video questions

37 What is your role, and what does a typical day involve?

38 What made you consider working here?

39 What did you want to understand before accepting the job?

40 Can you describe a time someone helped you learn or solve a problem?

41 What has surprised you about the actual work?

42 What should a person considering this role know before applying?

08 Follow-up questions when an answer stays vague

43 What made it great?

44 Can you give me a specific example?

45 What happened next?

46 Why did that matter to you?

47 What did that take off your shoulders?

48 When you say that, what do you mean?