

# 10 Questions to Learn More About Your Customers

*This is an extra resource to go along with the original article:  
[How to Find Out Even More About Your SaaS Customers](#)*

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1. What are the top benefits that you've received from our product?
2. In your own words, how would you describe your problem/pain?
3. How would you describe our product to a friend or colleague?
4. What initially attracted you to our product? An ad, a post, a Google search?
5. What persuaded you to use/buy our product?
6. What other products/solutions did you consider?
7. What do you look for when deciding to buy a product/service?
8. Where do you go for information about solving [pain]?
9. What social media platforms do you use?
10. How can we improve the buying process/customer service/customer support?