# Interview guideline (external)

The interview is intended to discuss the current range of services offered by [Company] and identify any need for action. The interview will take about 45 minutes in total.

Name of business:

Name of interviewee:

Organizational unit:

Date of interview:

## General information

*Note:*

*You should get clear about the following questions before the interview, if possible:*

What is the size of the enterprise? (E.g. number of employees, turnover)

Which sites does the enterprise have?

Which products and/or services are offered?

What are the most important customers?

What is the current market situation?

## Range of tasks

Please describe the range of tasks for which you are responsible in your enterprise.

## Perception of the current service offerings

Please describe a situation of excellent service you experienced yourself. What are decisive criteria for excellent service from your point of view?

Thinking about the services currently offered by [Company], please tell us one particularly positive and one particularly negative experience with a service provided by [Company].

Where and how are machines used by [Company]? Which [Company] services are currently being used?

What do you appreciate particularly about services provided by [Company]? What do you appreciate less?

Which trends do you currently perceive in the area of services? What do you think about the significance of these trends for [Company]? What is [Company]'s position in comparison with competitors?

Which options for improvement do you see for [Company]'s services? Which additional services would be interesting or are needed?

## New service concepts

*Note:*

*Present some future service concepts by way of introduction.*

Which ones of the approaches presented would be interesting to you?

What are the prerequisites for you to be prepared to buy or use these services?

What would be an acceptable price for these services in your opinion?

What do you think is another need for action not discussed so far?

## Recommendations

How does the future development look like in your area? Are there any substantial modifications planned with regard to using the services?

Is there any other important aspect that has not yet been mentioned in the interview?