**A close-up of a logo

Description automatically generatedExamples of Questioning Techniques for Customer Service**

**Open and Closed Questions**

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| Open Question Example | Closed Question Example |
| How can I help you? | Can I help you? |
| How did you feel about our service today? | Did you experience good customer service today? |
| Which features of our service do you like most? | Do you like our service? |
| What are you looking for? | Are you interested in buying something? |
| What would make you consider using our service again? | Would you consider using our service again? |

**Probing Questions**

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| # | Probing Question Example |
| 1 | “Just to make sure I’m not missing anything, can you please tell me what you were doing when the issue first began?” |
| 2 | “Just to make sure that I fully understand the problem, could you give me an example of what you mean by…?” |
| 3 | “What impact has this had on your…?” |

**Funnel Questions**

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| Open Question Example | Probing Question Example | Closed Question Example |
| How can I help you? | When did the situation start? | … is that right? |
| What are you looking for? | Has this happened before? | Do you agree? |
| Which product features are most important to you? | What difficulties did you face when you tried to…? | Have you already tried to…? |
| What is preventing you from…? | Could you describe what it sounds / smells / tastes like? | Would you like to find out more about product X? |
| Could you tell me what you see on your screen? | So I fully understand, could you give me an example of what you mean by…? | Are you interested in buying something too? |

**TED Questions**

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| Tell Question Example | Explain Question Example | Describe Question Example |
| Tell me, how will that affect you? | Explain to me, what impact has this had on your…? | Describe how you felt about that |
| Tell me, has this happened before? | Explain to me, how did this situation begin? | Describe how it looks |
| Tell me, what was your main motivation for calling? | Explain to me, what difficulties did you face when you tried to…? | Describe your ideal outcome |

**Leading Questions**

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| # | Leading Question Example |
| 1 | Option A comes with free delivery, so if you use our service regularly, over time you will save money. Would that add value for you? |
| 2 | With Option B you have a quality guarantee. Is that the kind of thing you were looking for? |
| 3 | Most customers with the same needs as you opt for Option C. Would you like me to explain why? |

**Signposting**

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| # | Signposting Example |
| 1 | In a moment, I’m going to ask you for a reference number. |
| 2 | In a moment, I will need to ask you for your bank details. |
| 3 | In a moment, you will need a pen. |