



Interview Surveys

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Conduct interview surveys in real time to capture deeper insights through guided conversations. Use our flexible interview survey tools to gather accurate feedback, uncover motivations, and make informed decisions with confidence.

Interview surveys are structured research tools used by businesses, institutions, and organizations to collect detailed feedback from participants through real-time interaction. An interview survey asks targeted questions in person, by phone, or through video calls, allowing researchers to clarify responses and capture verbal and non-verbal cues. The method provides richer insights than written questionnaires, which rely on self-completion and lack immediate clarification. The purpose of interview surveys is to uncover motivations, identify pain points, and gather comprehensive insights that increase research accuracy and inform strategic decisions.

A survey interview operates through a guided question-and-answer process where the interviewer engages the participant, records responses, and probes deeper when necessary. Key benefits include higher response accuracy, stronger contextual understanding, and the ability to adapt questions in real time based on participant reactions. Organizations apply interview surveys to measure customer satisfaction, explore employee engagement, test new concepts, and evaluate service quality. The survey interview provides qualitative depth that complements quantitative findings and ensures research results reflect genuine user perspectives, compared to large-scale online questionnaires.

SurveyLegend for Interview Surveys SurveyLegend provides advanced interview survey solutions with secure data collection, customizable templates, and a user-friendly interface designed for structured research projects. The platform's intuitive builder, flexible distribution options, and real-time reporting features enable researchers to conduct professional-quality surveys efficiently while maintaining data integrity across channels. SurveyLegend supports video-based surveys, multilingual options, and interactive designs that increase participant engagement and improve the quality of insights.

Reasons to choose SurveyLegend for Interview Surveys are listed below.

- **Real-time Reporting:** Access immediate results through clear visual dashboards.
- **Flexible Distribution:** Share surveys via web links, emails, or QR codes.
- **Customizable Templates:** Design professional surveys aligned with research goals.
- **Mobile Optimization:** Display surveys seamlessly across devices.
- **Interactive Design:** Keep participants engaged with visually appealing formats.
- **Secure Data Handling:** Ensure privacy and compliance with international standards.
- **Adaptability:** Conduct qualitative and quantitative research effectively.
- **Ease of Use:** Build structured surveys quickly with an intuitive interface.

What is an Interview Survey?

An interview survey is used to collect information through direct interaction between an interviewer and a respondent. The interviewer asks questions in a structured or semi-structured format to gather specific responses on a particular subject. The surveys are common in areas such as market research or academic studies. The process occurs in person, by phone, or online. The interviewer records answers to questions that analyze trends or behaviors in these settings. Interview surveys offer detailed insights that are difficult to obtain through other data collection methods in many cases (job candidate evaluations, satisfaction surveys, market research). The key strength of the approach lies in its ability to engage respondents directly and ensure accurate, relevant data is gathered.

How do Interview Surveys Work?

Interview surveys work by collecting data through direct interaction between an interviewer and a respondent. An interview survey is triggered by specific user actions (time spent on a page, scrolling, or attempting to exit a site). The actions prompt the system to present the survey to the user. The interviewer asks questions (face-to-face or via digital platforms) to gather information. The responses are recorded and analyzed to uncover trends, preferences, or insights relevant to the research. The process ensures that the data gathered is directly linked to the user's behavior or experience at the moment of interaction.

What are the Types of Interviews Surveys?

The Types of Interviews Surveys are listed below.

- Exit-intent surveys: The surveys appear when a user attempts to leave a webpage. They are triggered by actions such as moving the mouse towards the browser's back button or closing the tab. The goal is to capture feedback before the user leaves the site.
- On-page surveys: On-page surveys are displayed while the user is actively engaged on a webpage. The surveys pop up after a certain amount of time or based on user interactions like scrolling or clicking. They help gather immediate feedback about the page's content or user experience.
- Feedback tabs: Feedback tabs are placed on the side of a webpage. They remain visible to users as they browse, but are less intrusive. Users click on the tab to provide feedback at their convenience.
- Pop-up surveys: Pop-up surveys appear suddenly on the screen after specific user actions, such as completing a form or viewing multiple pages. The surveys aim to gather user opinions on the site or product.
- Email-based surveys: The surveys are sent via email and contain a series of questions for the recipient to answer. They are used for gathering more in-depth responses or for post-purchase feedback.
- Mobile surveys: Mobile surveys are used for users browsing on smartphones or tablets. These surveys are optimized for smaller screens and are triggered by specific behaviors like using an app or visiting a mobile site. Each of the methods plays a crucial role in the types of surveys used to gather actionable data across different platforms and

user interactions.

Why are Interviews Surveys Important for Consumer Research?

Post-Call Surveys are Important for Consumer Research because they collect feedback right when customers finish their phone calls, which means the information is more accurate and honest. When people give feedback immediately, they remember exactly what happened during their call and how they felt about it, instead of trying to remember details days or weeks later. The timing helps researchers get better quality data because customers haven't forgotten important details or had other experiences that might change their opinions. Studies show that immediate surveys get more responses from customers compared to surveys sent later, which means researchers trust the results more.

Post-call surveys help researchers understand exactly which parts of the customer service experience work well and which parts need improvement. Collecting the feedback right after calls end, researchers connect what customers say with actual call data, like how long the call lasted and whether the problem got solved. Customer opinions and call facts help companies figure out what makes customers happy or unhappy. The immediate feedback lets researchers quickly spot patterns and trends, so they make changes to improve customer service faster. The real-time information is much more valuable than waiting to ask customers about their experience later, when they don't remember the details clearly.

Do Interview Surveys have Disadvantages Compared to Questionnaires?

Yes, interview surveys have disadvantages compared to questionnaires. Interview surveys demand significant time, financial resources, and skilled personnel, which reduces performance. The difference between questionnaire and interview methods shows that questionnaires achieve wider reach, lower cost, and stronger standardization. Survey interviews introduce interviewer bias, varied delivery of questions, and participant discomfort, which reduce scalability and limit large sample studies.

The questionnaire vs interview comparison highlights distinct trade-offs. Questionnaires provide anonymity that encourages honest responses and enable faster collection of standardized data across large groups. Interviews capture nuance, tone, and detailed explanations that written responses miss, which makes them valuable for qualitative research. Survey interviews deliver deeper insights into attitudes and behaviors but remain less practical for studies that require efficiency, consistency, and broad generalization.

What are the Advantages of Interviews Surveys?

The advantages of interview surveys are listed below.

- **High Response Rates:** The interview method achieves strong participation because direct interaction encourages complete answers. The personal approach reduces dropout and improves data quality.
- **Contextual Feedback:** Interview-based research captures nuance by allowing participants to expand on their answers. The conversational format provides clarity and depth that questionnaires do not achieve.

- **Ease of Implementation:** The interview approach remains straightforward to organize in structured and semi-structured formats. Researchers adapt questions during the process, which supports smooth data collection.
- **Clarification of Questions:** The survey interview process allows researchers to explain terms and confirm understanding. Immediate clarification reduces misinterpretation and strengthens accuracy.
- **Rich Data Collection:** Interview-driven studies gather qualitative insights beyond numerical measures. Open-ended responses reveal motivations, perceptions, and experiences that improve research findings.

How does Interview Sampling Work in Data Collection?

Interview sampling works in data collection by selecting a portion of the population to represent the larger group. Researchers apply the method to control who participates, ensuring that the sample reflects relevant characteristics needed for accurate analysis. The process reduces bias, improves performance, and allows studies to focus on specific segments rather than entire populations.

Interview sampling is controlled by setting surveys to appear only to a certain percentage of visitors or to individuals with defined traits such as demographics, behaviors, or prior interactions. The targeted approach ensures that data collection aligns with the research objective, strengthens validity, and increases the reliability of the findings.

How do Interviews Surveys affect Market Research?

Interview surveys affect market research by providing a direct channel for collecting qualitative and quantitative data from participants. The method gives researchers insights into customer attitudes, motivations, and behaviors that are difficult to capture through numbers alone. Interview surveys combine structured questions with open-ended discussions to reveal detailed perspectives that enrich findings and reduce the risk of misinterpreting customer needs.

Interview surveys strengthen market research by complementing other methods such as questionnaires, analytics, or focus groups. The approach adds depth to statistical patterns by connecting them with real user experiences. Businesses gain a fuller understanding of their audience, which supports product development, marketing strategies, and decision-making based on evidence that reflects measurable trends and personal viewpoints.

Are Interviews Surveys Effective for Market Research?

Yes, interview surveys are effective for market research. The method provides qualitative and quantitative data that give businesses a comprehensive understanding of customer behavior. Direct interaction with participants reveals motivations, preferences, and challenges that numbers alone cannot explain.

Interview surveys improve market research by complementing methods such as questionnaires, analytics, and focus groups. Structured questions combine with open-ended discussion to produce reliable insights. The approach supports evidence-based strategies and ensures that business decisions align with customer expectations.

Are Surveys and Interviews Used Together in Market Research?

Yes, surveys and interviews are used together in market research. Surveys provide large-scale quantitative data that identify measurable trends, preferences, and behaviors across a wide population. Interviews contribute qualitative insights that uncover detailed explanations, emotions, and motivations behind customer choices. The combination balances numerical evidence with contextual depth, allowing researchers to capture broad patterns and individual perspectives.

The integration of surveys and interviews improves market research by strengthening accuracy and reliability in data interpretation. Surveys highlight what is happening on a large scale, while interviews explain why the patterns occur. The dual approach supports businesses in building data-driven strategies, refining customer profiles, and designing marketing campaigns that reflect measurable outcomes alongside authentic human experiences.

How to Conduct an Effective Interviews Surveys?

To conduct an effective interview survey, follow the eight steps below.

- Define the research objective. Establish a clear purpose to guide the direction of questions and ensure relevance.
- Select the target participants. Identify individuals who match the study's criteria to provide accurate insights.
- Design clear and unbiased questions. Use precise language that prevents confusion and ensures reliable feedback.
- Choose the format carefully. Select surveys and interviews methods that align with the research goals, such as online, face-to-face, or phone sessions.
- Pilot test the questions. Conduct a small trial to identify issues before launching the whole data collection.
- Collect responses systematically. Apply consistent methods to gather data for accurate comparison and analysis.
- Analyze the findings. Examine patterns, themes, and measurable outcomes to support decision-making.
- Implement insights into strategy. Apply the results to improve website optimization, user engagement, and overall performance.

When do Market Researchers Use Interviews Surveys?

The times market researchers use interview surveys are listed below.

- **Measuring Website Satisfaction:** Market researchers conduct interviews and surveys to evaluate how users feel about navigation, design, and functionality. Feedback highlights strengths and pinpoints usability issues that influence overall satisfaction.
- **Identifying Reasons for Cart Abandonment:** Market researchers apply interviews and surveys to uncover barriers that prevent users from completing purchases. Insights reveal issues such as pricing concerns, checkout design, or trust

signals that affect conversion rates.

- **Testing New Website Features:** Market researchers implement interviews and surveys to gather reactions to newly introduced functions or layouts. Responses show whether changes improve usability, support engagement, and encourage continued interaction.
- **Evaluating Marketing Messages:** Market researchers rely on interviews and surveys to assess how audiences interpret advertising or website copy. Results determine whether messaging communicates value effectively and persuades users to take action.
- **Understanding Customer Loyalty:** Market researchers perform interviews surveys to explore the factors that influence long-term customer relationships. Findings provide clarity on retention strategies and highlight areas where loyalty programs strengthen engagement.

What are Examples of Interviews Surveys?

The examples of interview surveys are listed below.

- **Exit Purchase Survey:** An e-commerce store conducts a survey asking, "What prevented users from completing the purchase today to identify cart abandonment barriers and improve checkout design.
- **Post-Experience Survey:** A travel booking site requests feedback after users complete reservations. Responses highlight satisfaction levels with navigation, pricing, and support.
- **Feature Testing Survey:** A banking app gathers reactions to new mobile payment functions. Feedback shows whether updates improve engagement and meet customer expectations.
- **Customer Loyalty Survey:** A retail brand explores retention drivers such as rewards, satisfaction, or trust. Insights reveal how loyalty programs influence long-term customer relationships.
- **Marketing Message Survey:** A software company applies interview survey examples to test advertising copy or landing page content. Results determine if the message communicates value clearly and persuades audiences effectively.

How does Interviews Surveys Research differ from other Survey Methods?

Interview surveys differ from other types of surveys, such as a mail survey or online questionnaire, by offering direct, face-to-face or verbal interaction. The key difference lies in depth and personalization, as interview surveys gather detailed insights into behavior, attitudes, and decision-making processes. A mail survey reaches a wider audience at a lower cost but lacks flexibility and the ability to explore responses in detail. Interview surveys excel at capturing qualitative insights that other survey methods are less equipped to provide.

Are interview surveys effective for scientific research?

Yes, interview surveys are effective for scientific research. The method enables researchers to gather detailed, context-rich data that explains behaviors, attitudes, and decision-making processes in ways that standardized questionnaires do not achieve. Direct interaction provides opportunities to clarify questions, adapt to

participant responses, and capture nonverbal cues, which strengthens the reliability and depth of the findings.

Interview surveys prove valuable in fields where understanding human perspectives, motivations, or social dynamics is critical. Interviews generate qualitative insights that support hypothesis building, complement quantitative data, and improve the overall validity of scientific studies, unlike methods such as a mail survey or online platform like SurveyLegend. Effectiveness in providing context and depth explains why survey interviews remain a trusted tool across psychology, sociology, market research, and other disciplines.

Are there Specific Platforms for Online Interview Surveys?

Yes, there are specific platforms for online interview surveys. The platforms enable researchers to design, distribute, and analyze interviews digitally, which increases accessibility and efficiency compared to traditional methods.

SurveyLegend serves as a leading example. The platform offers a user-friendly interface, mobile responsiveness, and secure data handling, making it suitable for professional research. Features such as real-time reporting, customizable question formats, and visually engaging designs increase participant engagement and improve data quality. Researchers benefit from scalability, reliability, and ease of integration, making SurveyLegend a practical choice for online interview surveys.



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