

**International Trade Administration  
Qualitative Client Interviews  
Pre-recruitment and Interview Guide for:  
Service Enhancement Research**

Pre-recruitment script: Hello. My name is [researcher name] and I am calling from the U.S. Commercial Service's Process Improvement Team. We are looking at ways to improve [service name] and since you have used this service in the past, we would like to hear your opinions on our proposed changes to [service name]. May I set a 45 minute appointment to discuss our ideas with you? Is [date, time] convenient for you? Great. A program manager from our Process Improvement Team will call you on [agreed upon date and time] at [phone number]. We can send you an e-mail reminder. Is [read e-mail address] the best address to use? We have also created some new report templates and related materials. May I send these to you by e-mail so that you can refer to them during our discussion? Thank you very much. We look forward to speaking with you on [date].

**Interview Guide**

Hello. I am [name] from the U.S. Commercial Service's Process Improvement Team. I'd like to talk to you about some ideas for improving [service name].

1. Let's start by discussing your thoughts about our [service name].  
Probe:
  - How effective was it in achieving your objectives?
  - What did you like best about it?
  - What did you like the least?
2. Based on your experience, what are some things we can do to improve the effectiveness of [service name]?
3. Let's look at the [service deliverable, such as report] and talk about what works and what needs to be improved. Starting with [first section] Please tell me:
  - What works / what you like / what is helpful
  - What would you like to change / eliminate / add

[Repeat for all appropriate deliverable sections]

4. Now I'd like to talk about [revision 1/template 1]. We are considering making these changes. What would you think about [service name] if we did make these changes?  
Probe:
  - How effective do you think this would be in achieving your objectives?
  - What do you like best about it?
  - What do you like the least?

Let's discuss the individual changes, starting with [specify the first point to cover]. Should we implement this change?

Probe:

- Why do you say that?
- Would this be an improvement over the current situation? How so?
- What can we do to make it better?

[Repeat for all appropriate revisions]

Thank you very much. I greatly appreciate your time and your recommendations. Your input will be very useful to us as we make improvements to this service.

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