**Examples of Funnel Questions for Customer Service**

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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? |