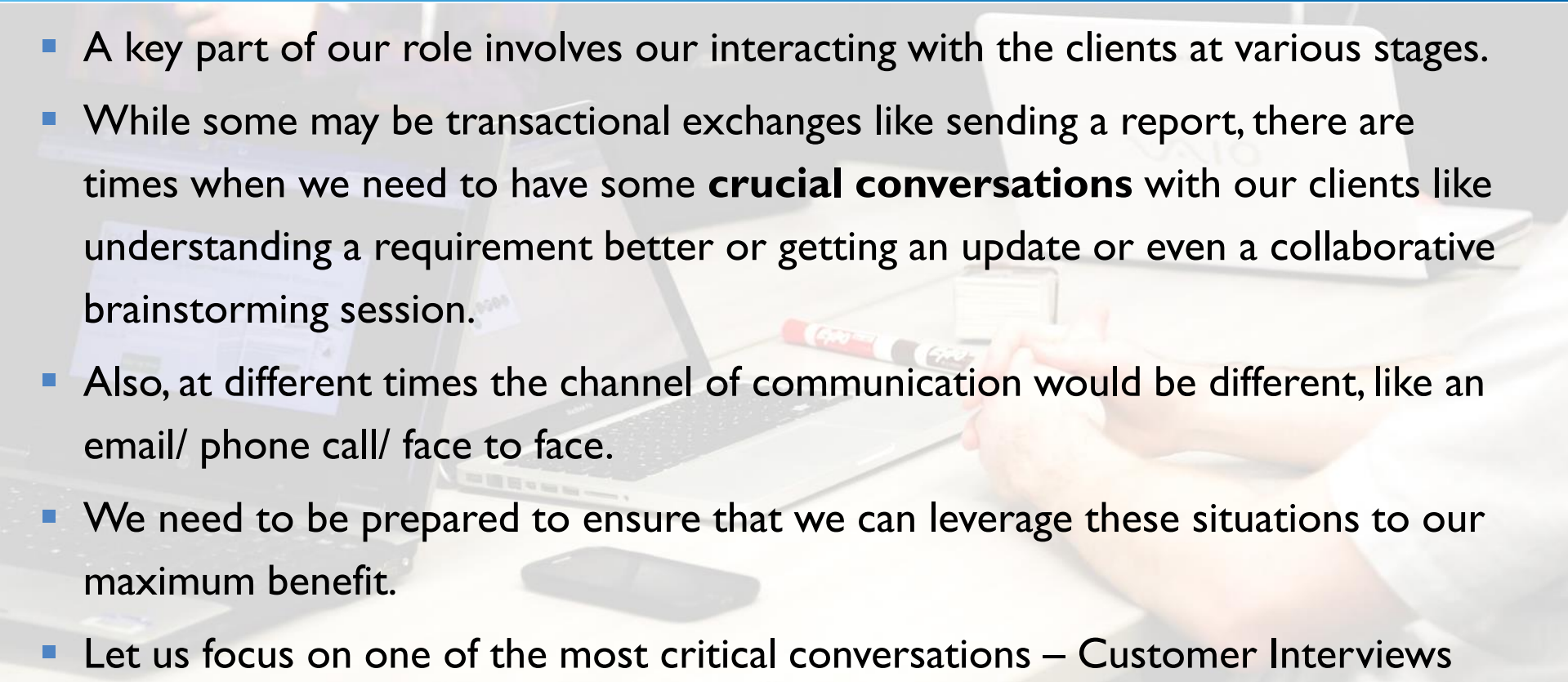


Customer Conversations

Communicating with Clients

- 
- A key part of our role involves our interacting with the clients at various stages.
 - While some may be transactional exchanges like sending a report, there are times when we need to have some **crucial conversations** with our clients like understanding a requirement better or getting an update or even a collaborative brainstorming session.
 - Also, at different times the channel of communication would be different, like an email/ phone call/ face to face.
 - We need to be prepared to ensure that we can leverage these situations to our maximum benefit.
 - Let us focus on one of the most critical conversations – Customer Interviews

Effective Customer Interview

Focus on the problem

- The first thing to understand

Define customer archetypes

- Understand their role

Develop an agile mindset

- Agility will help keep the interview going to collect more relevant and meaningful information.

Be prepared to listen and learn

- Stay fully engaged in the conversation while ensuring you capture all the information

Preferably conduct in-person interviews

- Phone calls and video chats are convenient, but nothing replaces face-to-face interviews.

Do's @ Customer Interviews



During customer interviews, it's important to:

- **Focus on questions that allow you to validate the problem.** Who actually has the problem? How do they deal with it?
- **Develop questions that help you collect quantitative and relevant data that you can later test.** Avoid questions that lead to subjective or speculative answers.
- **Tailor questions to better understand a customer's habits.** You may uncover important information around how a customer thinks about a problem that you hadn't considered.
- **Finish each conversation with:**
 - **“What did I not ask?”** Always assume that you're asking the wrong questions, especially in the first interview. This allows you to capture what you missed.
 - **“Who else do you suggest I interview?”** This is an excellent way to capture more targeted contacts directly from individuals who work in the industry.

Asking the Right Questions

Asking the right questions and the questions in the right manner are both equally important.

While we are typically used to asking more of close-ended questions, it is the open-ended ones that are best to start off with.

Eventually, as we probe based on the information gathered in the open-ended questions, we can move to close-ended questions.

This is also referred to as the funnel technique.



Lets us learn in more detail about this through the course provided:

- **Udemy Course:** [Ask better questions – build better relationships](#) – 120mins

(Right click on the link and open in a new tab/window)