



# 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)*