

## Client Profiling

In client profiling, some details about your client are documented which will help you understand the client better.

A simple client profile template is given below for your reference.

Client Profiling					Others, specify	Action plan
How long have you known the client?	New	> 1 Year	< 2 years	<3-5 years		
How often do they interact?	Hourly	Daily	Weekly	Occasionally		
What is their preferred mode of communication?	Ping	Mails	Calls	Never call him		
What tone/ language do they prefer?	Formal	Hierarchy	Friendly	Personal		
What do they most insist on?	Communication	Numbers	Details	Updates		
How often do you get re-work?	Always	Often	Rarely	Depends		
What kind of re-work do you often get?	Code	Data	Format	Change everything		
How do they communicate their displeasure?	Open	Formal	Abusive	Personal		