

- Topics
 - [Careers](#)
 - [Collaboration](#)
 - [Ideas](#)
 - [Launches](#)
 - [Marketing](#)
 - [Methodologies](#)
 - [Releases](#)
 - [Requirements](#)
 - [Research](#)
 - [Roadmaps](#)
 - [Strategy](#)
 - [Tools](#)
 - [Aha!](#)
 - [Jira](#)
 - [Salesforce](#)
 - [Slack](#)
 - [Trello](#)
 - [User experience](#)

-

- [Ask a question](#)
- [Log in](#)
-

- Question asked by [Александр Присмотров](#)
- [Research](#)
- 3 replies
- 11 months ago

How do you simplify the process of customer interviews?

Hi! I want to simplify the process of customer interview, client negotiations and team meetings. In particular, taking notes on the key points and sharing them with the team.

I found that existing approaches are deeply flawed:

- Analyzing the record after the call: is pretty time consuming and takes more time than the call itself
- Capturing notes during the call: requires specialized skills, otherwise really valuable insights can be lost
- Involving assistant to capture the notes: is most often not available for small teams.

If you periodically face similar problems (or just want to optimize these processes), I would like to ask you several questions and show you the solution I designed.

Please drop me a line if interested.

- [Answer](#)
- [Like](#)
-
-
-

2 Replies



[Julia Voynova](#)

Product manager

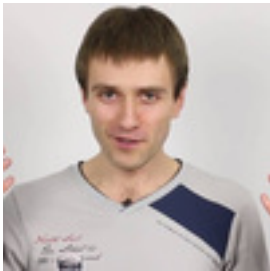
11 months ago

Hi! To me the best practice is to have a partner taking notes while you are doing the interview, but as you mentioned it's difficult to get such kind of person. If the interview is over the phone and the client/customer is talkative enough it's possible to take notes of at least of the most important things during the interview. If it's in person then I have to take notes right after the interview because doing this during the process really spoils communication and make the other person/people uncomfortable.

Interview recordings is a nice thing to have but honestly I almost never listen to them as it's very time consuming and actually you don't really need every single word the customer said (except for cases when you're signing smth like a memorandum of understanding with the client), if you have a clear objective what you want to get before starting the meeting/interview you'll probably be able to write the key points down right after the conversation.

Still sometimes I have problems of not taking down smth important and then forgetting it or being unable to understand my notes or slowing down the communication because I'm making notes at the same time. Would love to know more about how you solve these problems!

- [Comment](#)
- [Like 1](#)
-
-
-



[Александр Присмотров](#)

10 months ago

Hi Julia! So, the key concept is as following. Let`s say we are conducting a customer interview via Skype,

Zoom, Telegram, or another messenger <http://prntscr.com/ldinp9>. We launch our recorder app (recording application) before the call <http://prntscr.com/ldinzo>

When a user says something noteworthy, we press a button (or a shortcut) to mark that something important was being said at this time point <http://prntscr.com/ldioi9>. If necessary, we can add some comments.

After the talk, we export the recording (and time point marks) to our service <http://prntscr.com/lejvxa>.

Now we can re-listen to the recording, HOWEVER, this time not the entire recording but only the points where something important is mentioned. Right at this point, you can save significant conversation takeaways as notes and share them with your team <http://prntscr.com/ldipfc>

If you have found something that was unclear about the concept, I will be happy to explain them to you. What do think about this approach?

p.s. we can get in touch in Telegram, FBMessenger, WhatsApp or any other messenger for further discussion

- Comment
- [Like 1](#)
-
-
-

You Might Also Like

- [Do you have a business case template to capture the feature + ROI?](#)
- [How "technical" should a Product Manager be?](#)
- [What are your best practices for user interviews?](#)
- [When do you use quantitative vs. qualitative research?](#)
- [General Assembly vs. Product School: Which course is better and why?](#)

[Ask a question](#)

- [Participation](#)
- [About](#)
- [Terms](#)
- [Privacy](#)
- [Contact](#)

[Sponsored by Aha!](#)