

Communicate with Clients in nice way



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This document reveals the things you should know while interacting with clients, users, and everyone who matters with product and your work .This document is also helpful to testers who want to write bug reports that they think should not be deferred by management.

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How you can communicate with your Clients effectively?



Who are your clients?

Your clients are might be the customers who does actually use your product or who has given you enough dollars to develop and test that software.

Here are the some points which might help you to treat your customer's effectively:

- **Your customers are intelligent.**

They might not know your development is in which technology or which testing tools you use, but they certainly knows how to do business.

- **They are Careful about their own money:**

They are very possessive about their money. They might want to know updates on per minute /per cents they have invested on you and want to know how effectively you are spending them.

- **They want more benefit from you than invested.**

They had invested on you because they might be thinking of having 10 times more benefit on you than the money amount they have invested on you, and they are not wrong.

- **Give them effective updates about your actual task you done yet.**

You should always in a position to give him the updates about “what you doing now?”

- **Higher Expectations than your abilities.**

They know that no one is perfect, still they want that you to achieve perfection in your work.

- **They are the KING.**

They want that whatever you are doing you should do it perfectly and you can explain them anytime they want. Even if it's your sleeping time.(UK clients are normally wake up when we want to take sleep)

- **Learn their business language.**

You should talk in their language as they do not care to learn your language to talk comfortably with you. Learn business keywords.

- **Don't certificate how much product is good .Your job is different.**

They know No product is perfect, and they want the enough information about the problems in the product so that they can launch the product with confidence. They don't want certificate from you, they want it from users/people.

- **Never fail very early.**

Even if the product has bugs, they at least want that people should not find it very early (just after product launched)

- **History of the problems.**

Try to get data from history of the product problems so that you will not repeat them or at least can find a way to protect yourself from them.

- **Respect their knowledge.**

They must have some knowledge about how testing is done from past experiences. While interacting with them, always remember this.

- If you charge so much than their expected value, whatever perfection you achieve they might not come to you again. There are so many options outside.

- **See Marketing strategy and promises to customers:**

You should also check the marketing issues of the product directly or indirectly so that they should not fail in any way in future. Keep a balance between promises and real task you have done.

- They might have impossible requirements about product, but they probably not thinking like that. If you can't give promise, some other will promise for those requirements.

- **Give intelligent estimate.**

Your project estimate might be very high or very little. Try to get the number that is in client's mind. An effective conversation will help that, with some experience of how to interact. You want to consider SBTM for estimating your testing project cost effectively.

Always remember, if you won't care for your clients, some other will.

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