

Feedback Finesse: 6 Tactics for Seamless Client Interactions

How to stop losing time in the feedback and approval process with your clients



Manage Expectations

Have a kickoff meeting in which you explain the process, what feedback is needed at which time and how no or poor feedback affects timeline and the final product.



Convenience

Make giving feedback as easy as you can. Use tools that make it easy for the client to leave feedback. If they have to switch tools multiple times before they're able to leave feedback, they probably postpone it again and again.



Project Management

Manage the feedback process closely. Notify clients a few days in advance so that they can block some time to give feedback. Follow up once you haven't heard for a significant amount of time.



Meeting

If your margins allow for it, have a feedback meeting where you walk through the delivery together and either collect feedback on the spot or brief the client in person on how to give feedback.



Balance

Getting approvals early in the process is agile and prevents you from working on things the client doesn't like. On the other hand, clients give the most accurate feedback on the final product, e.g. a completed website. Balance these two approaches.



Result

Process feedback meticulously: the better and more thorough you process client feedback, the more likely the client will be to give thorough feedback the next time.

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