

5 Ways to Do Customer Interviews in a Digital World

1. Find people in digital places!

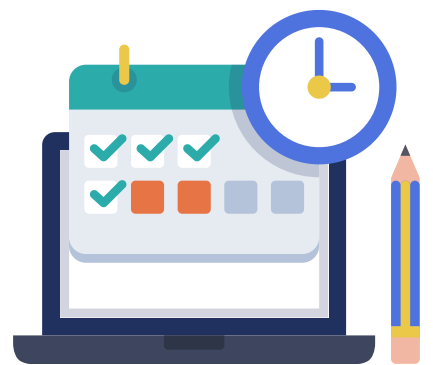


Gone are the days of free beer and pizza at events, and in-person seminars to meet new people. However, event organisers have quickly adopted technology that allows events and conferencing to happen seamlessly through tools such as [Hopin](#). These virtual events offer alternative ways to meet new people. There are also specific virtual networks that have sprung up such as [The Giant Warm Intro](#).

Gone are the days of the dreaded “awkwardly standing near the pizza hoping someone stands alone long enough for you to pluck up the courage to say hello.” Try attending virtual events and you might just find yourself with more meetings than you know what to do with!

2. Adjust to different work habits

The boundaries of work and life are becoming ever more blurred. If you're looking to connect with professionals in businesses, be prepared to change your availabilities to suit the fluid working hours that many people are operating under today. When it may feel 'rude' previously to request calls outside 'work hours', offering people the option to have a conversation earlier or later in the day may open up space for you to connect sooner.

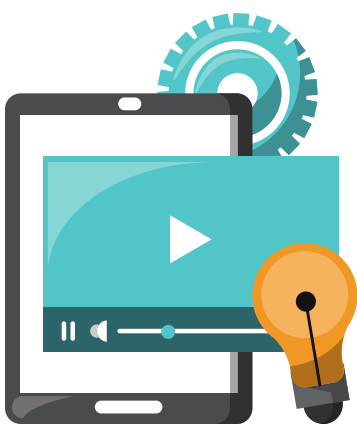


3. Use Digital tools!

It's obvious right? You're doing customer discovery interviews digitally so of course, you're going to use digital tools. There's so many out there so here are 3 that we have used to help you start. [Calendly](#) helps share your availability with others and is a great app to help you eliminate all those emails back and forth to organise a timeslot to meet.

Frustrated by always forgetting what is said on a customer discovery interview? [Otter.ai](#) will help you record the conversation and create a (fairly) accurate transcript separated by the people speaking.

Do you want an easy way to record notes and share outcomes? [Metric](#) helps to automate sharing meeting notes so everyone has a record of what was said.



4. Not scheduling 8 hours of back to backs

Just because you can book 16 x 30 minutes customer discovery meetings in a day doesn't mean you should! It is tempting to leverage the teleportation-like ability of Zoom to jump from one meeting to the next but this is one of the biggest contributors to “Zoom fatigue” as identified by researchers in a [study](#) from the Stanford Virtual Human Interactive Lab.

It's important to take regular breaks and walk outside to give your body and mind some variation. A great way to do this is to move around your house to different areas and maybe try and take some calls outside if you can. Not to mention you need to have time in-between your meetings to record your juicy insights!



5. Get Creative!

With the channels to get people's attention becoming more concentrated, it is inevitable that the 'noise' becomes harder to breakthrough in established digital forums such as [LinkedIn](#) or [Facebook](#). If you don't get an immediate response from cold reach outs or mailers, don't be disheartened. It's not all over yet, there are still many areas that you can gain engagement, you just need to know where to look.

For example, activity in local Facebook groups has dramatically increased as a result. With many more people looking to offer and give support to their neighbours, this may be an untapped social network that could enable you to meet new people. Or maybe experiment with new digital media platforms such as [Tik-Tok](#) or [Clubhouse](#) and the different interaction features that are available to make the most out of the available digital engagement platforms.

