

# Listen to your clients! You owe it to your strategy

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I had a wry smile when I read the recent article in **BL Magazine** "*Please, Please, Please give us feedback (Pretty please...)*", for which I was recently interviewed, regarding the thin line between getting useful quality feedback from clients and just plain annoying them with inane, misplaced pop-ups and the like. It's not that I think these mechanisms "don't work" (as the article suggested), as I believe they can be a useful part of any structured client feedback programme, but rather it is the unfocused, scattergun use of them that annoys me (and other clients and potential clients, I am sure). When a pop-up jumps out of the screen asking to "Tell us how were doing!" within 10 seconds of landing on a website (especially when it is my first visit!) ... well, let's just say it's not the best start to creating a good client experience.

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