

## The Importance of Communications

Communicating with your clients and keeping them updated throughout the project is of paramount importance! I learned this lesson while installing a microwave communication system for a client at a Medical Center.

Here's the story:

As a young communications engineer I was enthusiastic and hard working. I always had the customer's interest in mind and wanted them to be pleased, but I didn't communicate very well.

So, on the first day of the installation I got there early, met with the client and got to work right away. Things were going very well and I was making good progress. I was sure the customer would be really pleased with how things were going. BUT when we met in the cafeteria for lunch I could tell he was upset about something.

He asked me, "What's going on? I haven't heard from you all morning!" He had no idea how the installation was going because I hadn't updated him even once all morning. From that point forward I made it a point to give him an update at least once each hour.

After that we had a very cordial relationship, and he gave rave reviews to my boss.

Now, some clients don't want to be bothered with hourly updates. You have to determine what they are comfortable with, but regular communication is very important!

This lesson stuck with me throughout my working career.