# Practical example

**Business Analyst interviewing stakeholder applying various techniques to build rapport with the stakeholder**

**Context:** The BA is interviewing a marketing manager, Sarah, to understand her team's requirements for a new social media management software.

> Good morning, Sarah!
> Our objective today is to understand your team's needs and expectations from the new social media management software. Could you share with me your typical work process with the current system?

**BA (active listening and giving Sarah a space to share her thoughts)**

> We currently have to separately log into each platform to schedule posts, and tracking analytics is a bit haphazard as well. It's time-consuming and can be chaotic when we're managing multiple campaigns.
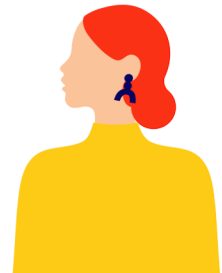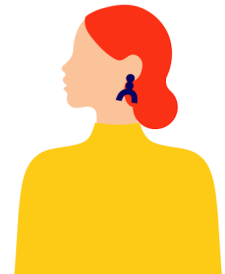
**Sarah**
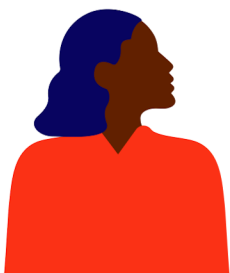
> I see.
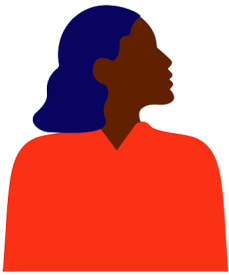> Can you elaborate more on the challenges you face when dealing with multiple campaigns?

**BA (asking open-ended questions)**

**Sarah:** Coordinating posts across different platforms is difficult.
Plus, collating reports can be tedious.

**BA (demonstrating respect for diverse perspectives and opinions):** I can imagine how managing multiple channels can be complex and demanding. Regarding reports, what type of metrics are crucial to your team?

**Sarah:** Engagement rate, impressions, click-throughs, and growth rate are the key performance indicators for us.

**BA (displaying genuine interest, curiosity, and concern):** Those are indeed crucial to understanding audience behavior. Do you have a dream feature you'd love to have in the new system that could help you manage these aspects more efficiently?

Automated reports would be great. And also, having the ability to compare metrics across channels would be really useful.
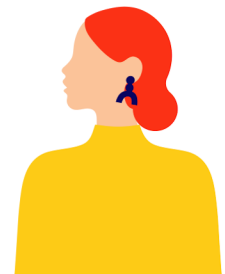
**Sarah**

To summarize, you're looking for a tool that can automate scheduling and reporting for multiple campaigns across various platforms. The system should also allow comparison of performance metrics across the channels.
Have I captured your requirements correctly?
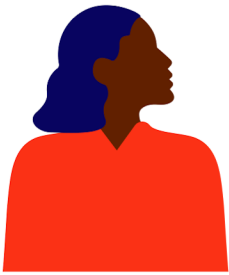
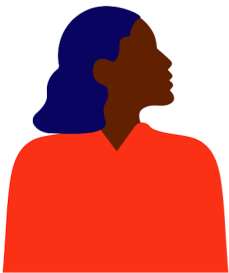**BA (reinforcing understanding with paraphrasing and summarizing)**

Yes, that sounds perfect!

**Sarah**

Great!
Rest assured, Sarah, your inputs are valuable to us in exploring the right software for your needs, and these discussions are confidential within the project team.
Thank you for your time and input today.

**BA (ensuring confidentiality and trustworthiness)**

By applying these principles, the business analyst builds a relationship with the stakeholder based on trust and understanding, setting the stage for effective collaboration and successful project completion.