

Delivering Great Client Service

Outline:

Objective

Agenda:

- The Four Principles
- Us vs. Them Perspective
- The Client Service Formula
- What is “amazing” client service?
- Strategies for Success

The Four Principles

1. The level of service you provide to your external clients is dependent on the level of service you provide to your internal clients.
2. The client’s viewpoint will always prevail.
3. Every person in an organization is responsible for delivering amazing service.
4. Positive reinforcement builds new cultures.

Client Relationships

Our Point of View

Client Relationships

Client’s Point of View

Why Client Service Pays

- Loyal clients - Benefits
- Stories – Good and Bad
- Great feeling - internally and externally
- Product and service quality

Why Client Service Pays

- Unhappy clients will tell 9-10 people.
- Happy clients may tell 4-5 people.
- One in four customers will have a problem.

Do The Math...

- Of 1,000 clients, 250 Will Have A Problem.
 - Of the 250, 70% (175) will not complain.
 - Of the 175, 90% (157) will not buy again.
- *As many as 1,750 people could hear about the problem.*

Do The Math...

- Of 1,000 clients, 250 Will Have A Problem:
 - 30% (75) will complain.
 - Of these, 72% (53) have potential to become “Loyal Customers”.
 - *These “Loyal Customers” will tell 200-250 people.*

Is This Your Firm’s Motto?

“WE’RE NO WORSE THAN ANYONE ELSE”

Axioms:

1. The level of your external customer service cannot exceed your level of your internal customer service.
2. The client’s perception (internal or external) is all that counts.

Strategies for Success:

1. Client Filtering
 - Have you done this yet?
 - Increase Contact with the Best
2. Develop Strong Relationships Internally – then Externally
 - Do a 360 Evaluation
 - Concentrate on YOU first

Strategies for Success:

3. Develop a Client Newsletter
 - Electronic
 - Valuable Content
 - Less Often but consistent
4. Client Survey’s
 - In Person
 - On Line

Strategies for Success:

5. Client Business Reviews
 - Largest Clients Only
 - 14 Hours of Partner/Manager Time
6. Client Receptions
 - Let’s Party with a Purpose!
7. *What Else Do You Do?*

- **Let's Work and Network!**

Key Takeaways

- **YOU are responsible for client service first and last in your firm.**
- **While not the hottest topic today, certainly this is not "fixed" in most firms.**
- **Making small service changes can make HUGE revenue increases.**