

Client service etiquette

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Agenda

- Client etiquette on the phone
- Client etiquette in a meeting with client
- Importance of feedback from clients
- Make your mark

On the phone

- Be professional and friendly
- Frame each and every call before dialling: why is this call taking place?
- Be realistic when making promises

Meeting with client

- Be on time
- Empathise
- Take a stand and be an expert
- Maintain good eye contact

Meeting with client

- Show the same respect to everyone
- Do not have your phone out
- Take notes

Meeting with client

In the meeting room

- Sit facing the door don't have your back to the door
- Sit diagonal to the client

Meeting with client

After the meeting

- Feedback from the meeting or things to be actioned discussed in the meeting
- Walk the client to the door of entrance, if elderly client walk them to the car
- If its raining make sure you get umbrella and walk them to the car

Importance of client feedback

1. It can help improve a product or service:

Listening to your client is the only way to guarantee you create a product or service that they actually want to have.

2. It offers the best way to measure customer

satisfaction: Measuring customer satisfaction helps you determine whether your product or service meets or surpasses customer expectations. Customer feedback surveys help you measure customer satisfaction.

Importance of client feedback

3. It provides actionable insight to create a better customer experience: Improving the customer experience should be the primary reason you gather customer feedback.

4. It can help improve customer retention: A happy customer is a retained customer. By requesting customer feedback surveys regularly, you can ensure that you keep the finger on the pulse.

Importance of client feedback

5. It delivers tangible data that can be used to make better business decisions: The best business decisions are based off data, not hunches.

6. It can be used to identify customer advocates: Customer advocates are your best marketing campaigns. They offer tremendous value at very little cost. But how do you identify advocates? Customer feedback. When you gather feedback from your customers, advocates are the ones who give you high scores. Contact these customers and build stronger, mutually-beneficial relationships.

Make your mark

1.Run an extra mile for every client, every time:

Every once in a while just doing your job isn't enough.

2. Make the client feel important: Its important to make the client feel very important by how you treat them

Make your mark

3. Remember to walk the walk: “Well done is better than well said” Benjamin Franklin

4. Listen & Learn: Steve Jobs built his reputation around a ferocious attention to detail. He was relentless in his efforts to learn about his customers’ lives, how they spent their time, how they interacted with products.

Make your mark

5. Turn setbacks into solutions: Don't let pride or discomfort stand between you and a great opportunity to become better at your job.

How to get there



Thank you