Client Relations Cycle

(COMPANY REDACTED)

1 COMMUNICATE

Communication should always be warm and helpful, striving to learn the client's goals and hear their issues and ideas. Active clients should be communicated with at all stages of a project, keeping the client aware of project status and timeline, and addressing any concerns as needed. Clients who are not active also should receive periodic check-ins without an "agenda."

2 BUILD

Client goals and feedback should be shared with the relevant internal teams in a timely and efficient manner. After team brainstorming, the best ideas should be shared with clients clearly and concisely. Once a project direction is approved, production deadlines should be set and regular check-ins scheduled. Lastly, the final product should be one the client is eager to share with the world.

3 ASSESS

After project launch, clients should receive regular check-ins to gauge success in reaching their goals. From this point, strategies for future projects should be tweaked as needed. A brief post-project survey should be sent to clients to measure quality of work and customer service.

4 GROW

As time goes on, client relationships should deepen. Coffee or lunch meetings should be a priority, with mutual successes shared. This regular communication will breed new ideas for future projects, opening the door for further work with the client.

It is

5-25x

more expensive to acquire a new client than to retain a return client.

70%

of purchase experiences are based on how a customer feels.

7 in 10

customers are willing to spend more with companies who provide great customer service.

SOURCE: DATUMIZE.COM