

CLIENT SERVICE: YOUR CLIENT WILL DECIDE



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AIM



- To challenge your mental model about client service





WHAT IS CLIENT SERVICE?





- “all activities which bind a corporation and its clients together”
- ‘client service is the ability to provide a service / product in the way that it has been promised.’
- “client service is about treating others as you would like to be treated yourself.”
- “client service is the process of taking care of our clients in a positive way.”
- “client service is an organization’s ability to consistently meet and exceed the needs and expectations of its clients.”



WHY IS CLIENT SERVICE IMPORTANT?



- Competition
- Quality management
- Revenue
- Position
- Value



WHAT SHOULD WE DO?



- Create a High Performance Work System (HPWS)
- HPWS represents an interrelated and aligned set of core characteristics, including involvement, empowerment, trust, goal alignment, training, teamwork, communications and performance-based rewards.



HIGH PERFORMANCE WORK SYSTEM (HPWS)



Work environment

Staff perceptions

Client perceptions

Client satisfaction



HIGH PERFORMANCE WORK SYSTEM (HPWS)



- Work environment
- Staff perceptions
- Client perceptions
- Client satisfaction





HOW WILL WE KNOW IF WE DELIVER GOOD CLIENT SERVICE?



- The client will decide.
- Any service is judged on
 - Reliability
 - Responsiveness
 - Assurance
 - Empathy
 - Tangibles

So ask the client.





CONCLUSION

- Client service is action, quality management and philosophy.
- It is not only the responsibility of the front desk staff.
- It is not only interaction between people, but the whole environment plays a role.
- It consists of tangibles and intangibles.
- The client will decide if you are successful.





TIME TO REVISIT YOUR DEFINITION



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A client defines good client service as how he/she perceives if the whole organization has delighted him/her, by exceeding his/her needs and expectations.



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Thank you !
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