Client Retention: Services, Techniques and Resources
Practicum in Human Services
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Human Services Career Pathways
Employees who are focused on client needs have these characteristics:

- Address clients by name
- Are well-groomed
- Make eye contact
- Have good posture
- Respond quickly to requests/problems
- Smile
Client’s Name

- Use the client’s name whenever possible
- Clients feel important and welcome
- Clients are more likely to return
Well-Groomed

• Image is important
• Employees seen by the public should have:
  • A clean uniform
  • A good appearance
  • Good grooming
Eye Contact and Interactions

• A powerful act of communication
• Indicates a willingness to serve
• Shows interest
Respond Quickly

- Attitude should be positive
- Demonstrate willingness to help
- Response should be competent
- Show concern
Smile

Demonstrates:
• An eagerness to help
• Care and warmth
• Friendliness
• Respect
• Also shows you enjoy your job!
Posture

• Should be relaxed, but alert
• Head up
• Face should look interested
• Project a positive attitude
Methods to Promote Best Products, Plans or Services For Clients

- Advertise the business, services and products
- Business conveniently located
- Having a good marketing plan in place
- Having products to meet the needs of your client base
- Sales promotions
Customer Generation and Loyalty Program
Growing Customer Service Trends for 2015
10 Growing Customer Service Trends for 2015
Sharing Information with Clients

• Having good communication skills

• Being able to show competency in the area you are working

• Being knowledgeable on the products, company policies and procedures
Strategies for Successful Relations with Clients

• Know your role
• Hire the right customers
• Build a solid reputation
• Approach all communication with a Zen mind
• Listen for what isn’t there
• Do what you said you were going to do
• Admit when you mess up
• Stay positive and cooperative
Review

• Name three characteristics that employees who are focused on client needs possess.

• Why is it important to respond to client’s needs, questions or problems quickly?

• Name three methods of advertising.

• Describe how sales promotions can benefit a business.

• Compare and contrast two growing customer service trends for 2015.
Resources and References

Images:
• All photos obtained through a license with Shutterstock.com™.

Websites:
• Blendspace™
  Create your own lesson today and start engaging your students with web resources. https://www.blendspace.com
• Fonolo
  Ten Growing Customer Service Trends for 2015
• Houston Chronicle
  How Do I Define Good Client Service?
• Small Business Administration (SBA)
  Customer Service online course.
  https://www.sba.gov/tools/sba-learning-center/training/customer-service
Resources and References

- Smashing Magazine
  How to Deliver Exceptional Client Service.
  http://www.smashingmagazine.com/2012/01/25/how-to-deliver-exceptional-client-service
- Smashing Magazine
  Eight strategies for successful client relations by Jeff Gardner.
  http://www.smashingmagazine.com/2008/10/09/strategies-for-successful-client-relations

YouTube™:
- Customer Generation and Loyalty Program
  Learn how we help business not only secure their current customers, but also keep them coming back without many marketing and outreach services.
  https://youtu.be/p06-N0WWEY
- Three Minute Teaching w/Tech Tip — Create Powerful Lessons in Minutes with Blendspace™
  Tutorial on how to start a Blendspace™ presentation.
  https://youtu.be/fsONWnbYGnM