Presentation Notes
The Importance of Client Satisfaction

Slide 1

THE IMPORTANCE OF CLIENT SATISFACTION
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“You never get a second chance to make a good first impression.”

- Will Rogers

Script: How does this apply to the importance of client satisfaction?

Allow time for classroom discussion.

Teacher note: Throughout the slide presentation, there are several statistics on the importance of client satisfaction. Please allow time for a class discussion pertaining to the statistics.
Practicum in Human Services provides occupational specific training and focuses on the development of:
• Consumer Services
• Early Childhood Development and Services
• Counseling and Mental Health Services
• Family and Community Services
• Personal Care Services

The importance of client satisfaction can be applied to all Human Services career pathways.
All people have expectations of one another, whether spoken or held as private thoughts. This is also true of employers. Once you secure a job, it is vital to the success of an employee to discover what the spoken and unspoken expectations are on the job. The expectations may change over time and may differ from employer to employer and from position to position. An employer searches for an employee who will save them time and money over the other applicants.

Career success is often determined by soft skills. A United States government study agrees that soft skills are essential to job success. What are soft skills? In the early 1990’s, the Secretary of Labor asked a blue-ribbon panel to determine what it takes to be successful in the modern employment world. This panel published a report called the Secretary’s Commission on Achieving Necessary Skills (SCANS). The SCANS report presents a set of foundation skills and workplace competencies deemed essential for work world success today.

The SCANS report identifies the following soft skills as necessary for work and career success:

- believing in one’s own self worth
- communicating effectively
- exhibiting self-control
- giving strong efforts
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• having empathy
• knowing how to learn
• managing time
• making effective decisions
• persevering
• prioritizing tasks
• setting goals
• taking responsibility
• working well in teams

How do soft skills relate to client satisfaction? How do the soft skills relate to the career pathways in Human Services?
Ethics can be defined as a system of moral values that help people decide right from wrong. A business will thrive if professional ethics are practiced. Ethics set the stage for all future interactions with each client.

Ethical behavior is doing the right thing, even under pressure to do the wrong thing. Unethical behavior is doing the wrong thing.

Ethical qualities include:

- accountability – be responsible for your actions
- commitment to excellence – always do your best
- concern and respect for others – care about fellow employees and clients
- fairness – treat everyone equally
- honesty – tell the truth, even if you may have done something incorrectly
- integrity – do not let peer pressure change your mind about what you know is right
- loyalty – keep confidential information confidential
- trustworthiness – be reliable; be the type of person who can be trusted

How do these ethical qualities relate to client service and satisfaction? Allow time for class discussion.
What does good client service look like? Allow time for class discussion. You may opt to assign a scribe to write the answers on the board. Possible answers may include:

- Courtesy is shown to clients
- Employee is kind and competent to clients
- Employee sincerely cares for the needs of the clients
- Good attitude by employee – practices the Golden Rule
- Good communication between employee and clients

Have you personally experienced good client service? When? Where? What happened?
What does poor client service look like? Allow time for class discussion. You may opt to assign a scribe to write the answers on the board. Possible answers may include:

- Employees are rude to the clients
- Employees displaying an uncaring attitude toward clients
- Employee is unknowledgeable about products or services offered
- Employee using foul language with the client
- Telling a client “There is nothing I can do for you.”

Have you personally experienced poor client service? When? Where? What happened?
How can this affect a business? Your job?
Customer Service Statistics

55% of consumers would pay more for a better customer experience.

Source: Forbes.com

Forbes.com
44 Facts Defining the Future of Customer Engagement

Have you ever paid more due to a better customer experience?
Several short-term goals to providing good client service may include:

- Always remind the clients that you value them and their business
- Be aware of your verbal and non-verbal communication skills
- Communicate clearly and concisely with all clients
- Practice the 30 second rule
- Training employees on providing good client service.
Building genuine caring relationships with clients should be a long-term goal for all businesses. Make all clients feel valued and really consider the needs of the clients. Let clients know who are you and what you stand for. Clients will be loyal to your business and will turn into walking word-of-mouth marketers for your business.
Customer Service Statistics

A 2% increase in customer retention has the same effect as decreasing costs by 10%.

Source: Forbes.com

Forbes Magazine
44 Facts Defining the Future of Customer Engagement

What could these percentages mean to a business?
Customer Service
Six Common Customer Expectations-- Created using PowToon.
https://youtu.be/RyrjeDWQ0Vw
Customer Service Statistics

70% of buying experiences are based on how the customer feels they are being treated.

Source: Forbes.com

Forbes Magazine
44 Facts Defining the Future of Customer Engagement

Are you more apt to purchase more if the client service is exceptional? Could the opposite be true also? Allow time for class discussion.
How to Greet Customers

Improve the customer experience by greeting them right! Consultant Dick Marks discussed the “I Care” method of greeting customers at a business.

https://youtu.be/kkxMFUk64Bo
Customer Service Statistics

86% of buyers will pay more for a better customer experience.

Source: Forbes.com

Forbes Magazine
44 Facts Defining the Future of Customer Engagement

Would you pay more for a service if it meant you got treated better/right?
It is important to practice good communication skills when consulting with a supervisor/employer. It is especially vital when you need to expedite solutions to client problems. Your supervisor/employer should provide adequate training on methods and strategies of handling client problems. If you are required to perform a duty that you are unfamiliar with, ask your supervisor/employer questions. It is more important to be knowledgeable at the workplace then to do something wrong and that in turn, could affect the clients.
Client feedback and suggestions are an invaluable tool for any business. Possible questions to ask on a survey may include:

- "What specific items or actions pleased you the most?"
- "What would you like to see us add to our inventory or layout?"
- "How could we make your experience easier?"
- "Who serves you best here?"
- "What can we do to improve our business?"
- "Have we been able to provide everything you need?"

How can a survey help a business grow and improve? A survey shows a client you care enough to ask what they like and dislike about the company/business. Paying attention to how clients answer the survey, may help you have a high repeat business rate. How? When you listen to client’s comments, this tells them that they’re more than just a revenue stream to your company/business.

Have you ever completed a survey? What kind of questions were asked on the survey? Was there an incentive attached to participating in the survey?
Steps to Resolving Client Complaints may include:

- The first thing you need to do is apologize to the client. It is not your fault, so you should not take it personally.
- Be available in body and mind. Avoid distractions around you and maintain eye contact with the client. Do not answer your phone or text during work hours and especially when an irate client is standing in front of you!
- Defuse the tension by allowing the client to express what the complaint is. Don’t interrupt and don’t offer excuses.
- Solve the problem by offering a replacement or a refund. You may offer a discount or freebies (consult with supervisor/employee first)
- Follow up with the customer. You may either call, text or e-mail. This will make the client feel like you really do care for him or her and in turn, he or she will more likely be your most valued patron.
According to Brand Reputation CEO Graeme Crossley “A customer that has a good experience will typically tell three to five people, but a customer who has a poor experience will tell more than 20. When this trend occurs via the web, these numbers can rapidly multiply and could spell disaster for brands that don’t have strategies in place to combat online negative chatter.”

Have you ever been influenced by a bad review you read on social media? How did it influence you?

Econsultancy.com
The impact of negative consumer reviews is growing.
https://econsultancy.com/blog/4866-the-impact-of-negative-consumer-reviews-is-growing
Have students answer independently in short paragraphs on paper or allow for classroom discussion.
References and Resources

Images:
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Websites:
- Entrepreneur.com
  The impact of negative consumer reviews in growing sales.
  https://www.entrepreneur.com/blog/1866-the-impact-of-negative-consumer-reviews-on-growth
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  44 Facts Defining the Future of Customer Engagement
- YouTube™
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    Six Common Customer Expectations—Creating a New Culture
    https://www.youtube.com/watch?v=RvqJVPQ0k5w
  - How to Greet Customers
    Improve the customer experience by greating them right! Consultant Dick Marks discussed the "I Care" method of greeting customers at a business.
    https://www.youtube.com/watch?v=kk2XPbFl4Fs