THE IMPORTANCE OF CLIENT SATISFACTION
COPYRIGHT

Copyright © Texas Education Agency, 2015. These Materials are copyrighted © and trademarked ™ as the property of the Texas Education Agency (TEA) and may not be reproduced without the express written permission of TEA, except under the following conditions:

1) Texas public school districts, charter schools, and Education Service Centers may reproduce and use copies of the Materials and Related Materials for the districts’ and schools’ educational use without obtaining permission from TEA.

2) Residents of the state of Texas may reproduce and use copies of the Materials and Related Materials for individual personal use only, without obtaining written permission of TEA.

3) Any portion reproduced must be reproduced in its entirety and remain unedited, unaltered and unchanged in any way.

4) No monetary charge can be made for the reproduced materials or any document containing them; however, a reasonable charge to cover only the cost of reproduction and distribution may be charged.

Private entities or persons located in Texas that are not Texas public school districts, Texas Education Service Centers, or Texas charter schools or any entity, whether public or private, educational or non-educational, located outside the state of Texas MUST obtain written approval from TEA and will be required to enter into a license agreement that may involve the payment of a licensing fee or a royalty.

For information contact: Office of Copyrights, Trademarks, License Agreements, and Royalties, Texas Education Agency, 1701 N. Congress Ave., Austin, TX 78701-1494; phone 512-463-7004; email: copyrights@tea.state.tx.us.

Copyright © Texas Education Agency, 2015. All rights reserved.
“You never get a second chance to make a good first impression.”

- Will Rogers
Human Services Career Pathways
An employer searches for an employee who will save them time and money over the other applicants.
Professional Ethics at the Workplace

Ethics set the stage for all future interactions with each client. Ethical qualities can include:

- Accountability
- Commitment to excellence
- Concern and respect for others
- Fairness
- Honesty
- integrity

- Loyalty
- Trustworthiness

Copyright © Texas Education Agency, 2015. All rights reserved.
What does good client service look like?
What does poor client service look like?
Customer Service Statistics

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

Source: Forbes.com
Short-term Goals to Providing Good Client Service

• 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
Long-term Goals and Advantages of Providing Good Client Service

• Being considerate of all client’s needs
• Building genuine caring relationships with clients
• Making all clients feel valued
• The business earns a good reputation for providing good client service
A 2% increase in customer retention has the same effect as decreasing costs by 10%.

Source: Forbes.com
Customer Service

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

Source: Forbes.com
How to Greet Customers

(click on image)
86% of buyers will pay more for a better customer experience.

Source: Forbes.com
Communication With Employer

• Keep the lines of communication open between yourself and the supervisor/employer
• Ask questions
• Repeat the instructions and follow them
Client Recommendations

- Survey – online, text or a card
- What are important questions to ask on a survey?
- A good survey produces high quality data, which gives a business actionable insight into the client satisfaction levels.
Steps to Resolving Client Complaints

• Apologize
• Be available
• Defuse the tension
• Solve the problem
• Follow-up
How Clients Respond to Poor Service

- May provide a negative review on social media
- They may decide to take their business elsewhere
- A poor experience is shared with at least 20 friends/family/colleagues. On the web, the numbers could multiply very quickly
Review

• Identify three examples of soft skills.
• What does good client service look like?
• Describe two short-term goals to providing good client service.
• List and explain three questions to ask on client survey.
• Why is it important to keep the lines of communication open with your supervisor/employer?
References and Resources

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

Websites:
• Econsultancy.com
  The impact of negative consumer reviews is growing.
  https://econsultancy.com/blog/4866-the-impact-of-negative-consumer-reviews-is-growing
• Forbes Magazine
  44 Facts Defining the Future of Customer Engagement

YouTube™:
• Customer Service
  Six Common Customer Expectations— Created using PowToon.
  https://youtu.be/RyrjeDWQ0Vw
• 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/kkxMFUk648o