

MODULE 13 WORKSHEET

CLIENT EXPERIENCE

Customer Service Tips

Use these customer service tips to improve your clients' experience!

1. Smile! It really can change everything. Even try to project a "smile" in your voice when speaking on the phone to clients. Also be sure to watch your body language.
2. Listen. Really and truly listen to your clients. Everyone wants to feel heard, and it will also make your projects go much more smoothly.
3. Make them feel important. Clients came to you because they thought you could change their lives. Prove to them how important that is to you.
4. Anticipate. Most decisions and interactions have an emotional base. If you can anticipate your clients' needs, you can keep those emotions on an even keel.
5. It really is about the customer. Don't just say this, LIVE it. Your client should never have to seek you out. Communicate with them honestly and consistently.
6. Say YES. How can you turn a "no" into a "yes"? Make doing business with you very easy for the client.
7. Apologize. No one likes it when something goes wrong – but things sometimes do. It's how you handle the issue that will set you apart. Do you need to apologize? Is there something else you can do to make it right?
8. Make magic! Give them more than they ever expected out of the experience with you. Give them services and design ideas that they can't get anywhere else. This helps you really stand out in the designer crowd.
9. Feedback. Always always ask for feedback from clients. Even if you think it might not be great. You can learn as much from criticism as you can from praise.
10. Standards. Create a list of standards that you expect everyone – including subcontractors – to follow when dealing with clients.

Remember that handwritten notes, little surprise gifts, and phone calls are always appreciated by your clients!

