

Who Do Your Clients Think You Are?

The people who answer your telephone and greet your clients as they arrive are crucial to your effort to evoke connection and trust. This was underlined for me again the other day when a client began explaining what he had heard about the customer service at Disney theme parks.

Walt Disney himself said, "You don't build it for yourself. You know what people want and you build it for them." And what does Disney think people want? Well their Disney University training program says, "...it's 10 percent product and 90 percent service."

In my experience this is similar to what our clients are looking for. They may not understand all the ins and outs of the professional services we provide despite the fact they need them, but they do know what real customer service (respect, understanding, empathy, responsiveness, etc.) feels like. So, they come looking for the best service and the first experience they have to judge you by is your frontline staff.

Disney University has a neat way of explaining the importance of frontline staff, "The front line is the bottom line." I explain to my clients that an investment in their frontline staff's ability to deliver the best service, turbo- powers client relations.

If it's time to power-up your front office, give us a call for a comprehensive menu of services to sharpen up skills and hone awareness. And if you are your front office, we can help you out too.