

# CLIENT EXPERIENCE MANAGEMENT WORKSHOP

## WORKSHOP OVERVIEW

Providing an excellent client experience, i.e. the way in which you and your firm serve your clients, may well be the only real competitive differentiator that you have.

The client experience describes a client's overall cognitive and affective response to the service you provide. For example, a client receiving a piece of marketing material which results in a call or visit to the firm will have an experience that exists across a number of touch-points, e.g. your car-park or telephone system, your employees including reception, secretarial and legal staff, your business processes and the general physical evidence of your firm, e.g. your offices.

In order to provide an excellent customer service, your people must be able to understand what it is that different clients value; also what challenges a business faces in delivering an excellent customer experience/service.

## WHO WILL THE COURSE BENEFIT?

This course will benefit practice managers, fee earners, support staff and partners in providing them with a clear understanding of what is needed to deliver an excellent client experience and a highly satisfactory service.

## WORKSHOP OBJECTIVES

The purpose of this workshop is to introduce practice managers, lawyers and client managers to the power of an excellent client service and how this is delivered through a series of client experiences. Upon completion participants should be able to describe what an excellent customer experience looks like for your firm and have a clear understanding of how to ensure that it is delivered consistently.

## SKILLS GAINED

Upon completion of the course participants will understand and be able to describe:

- What excellent customer service looks like?
- What operational challenges they may face in delivering an excellent customer service?
- The sources of customer value and how they relate to service?
- Importance of data, relationships, rapport and communications.

## PREREQUISITES

There are no prerequisites for this course

## DURATION

This is a 1-day course delivered in a workshop style.

## COURSE PRESENTER

[Lee Williams](#)