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Marketing for Lawyers  
**Expectation of clients,  
communication with clients**

Lesson 4



# Customers want

- if we compare customers from twenty years ago to customers nowadays, we'll find that today, customers want more.
- Customers want:
  - faster service,
  - more convenient service,
  - more flexibility in things like payment plans and options,
  - less time waiting in lines,
  - their problems solved almost immediately.



# Expectations x wants

- Wants – customer want to solve his problem
- Expectations are formed from customer experience in the marketplace.



# Question

- What expectations are you from the standing in the Czech Republic?
- Are you satisfied?



# Expectations

- Past experiences
- Word of mouth
- Customers needs and wants
- Risk perceived
- Price

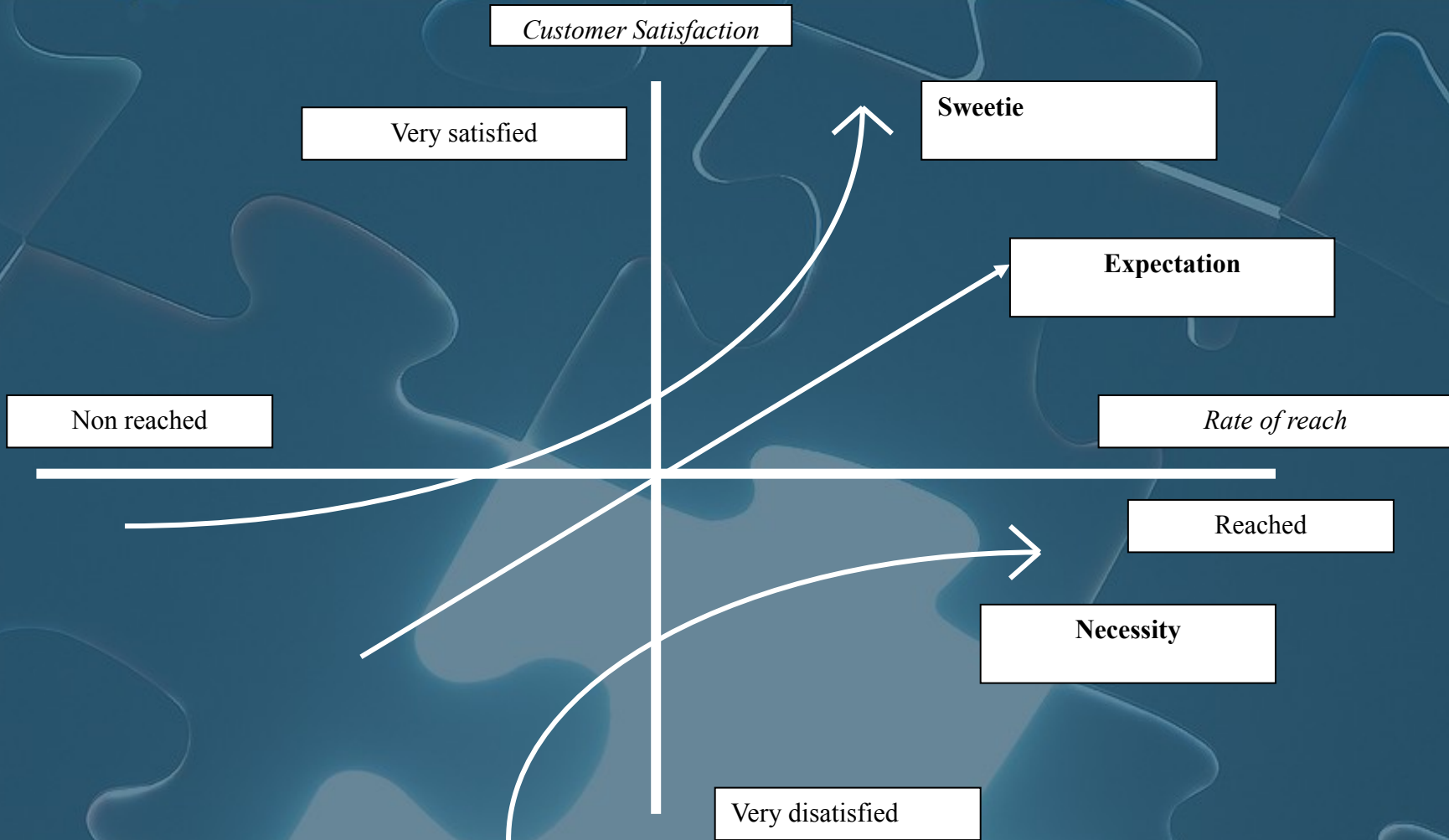


# Customer satisfaction

- Customer satisfaction measures how products and services supplied by a company meet or surpass customer expectation.
- The implementation of a customer service standard should lead to higher levels of customer satisfaction, which in turn influences customer retention and customer loyalty.



# Kano model





# Task

- Describe your experiences about customer satisfaction. Present necessity, expectation and sweetie on product.





# Perceptions

- Informed by total experienced
  - Aspect that can be managed by a company:
    - Offerings
    - Service delivery
    - Appropriate arousal level
    - Cost
  - Aspect that can be influenced by a company:
    - Customers' needs met in the company
    - Importance of the experience to the customers
    - The amount of risk the customer perceives is involved
  - Aspects that cannot be influenced by a company:
    - Pre-experience events (e.g. Transport)
    - Customers' mood
    - Companions (e.g. Argumentative)
    - Post-experience events (e.g. Meal in restaurant on the way home)



# Customer Value

## Customer Value:

- Product elements
  - Quality
  - Price
  - Time
  - Innovation
- Emotional elements
  - Customer Relationship
  - Customer Services
  - Image of the company



# Barriers of customer orientation

- little emphasis on customers
- unsuitable corporate culture
- attitude of employees
- organizational barriers
- no offer of customer services
- barriers in communication



# Communication

- It is necessary to understand:
  - the products and services that they offer,
  - corporate culture, and
  - what makes them unique to customers.
- communication process starts - what the client wants and expects from a company
- It is necessary to have a method or system for client communication
  - If you're working with several clients at one time it can be very challenging to remember exactly what was said by which client and what was done at different points.



# Effective communication with clients 1

- Do More Listening Than Talking
- Don't Be Afraid to Ask Questions
  - ask the client rather than assuming
- Respect client's confidentiality (e.g. personal details) and securing client information
  - responsibility to ensure the safe keeping of this client information
- Correlating information between advisor and clients
  - key information as a date, action, fee
- Be Patient with Your Explanations
  - explain things in a way that client can understand
- Explain Reasons and Thought Processes
  - take the time to demonstrate to client: why you think, what is important and what the potential impacts can be, which are consequences of neglect



# Effective communication with clients 2

- Give Advice When Needed
  - Most clients will respect opinions of advisor and appreciate that he is looking out for client best interests
- Avoid Jargon
  - One of the biggest frustrations for clients is when advisor talk to them with terms and phrases that he don't understand
- Use Examples When Possible
  - more clear for clients and get more accurate response and avoid misunderstanding
- Put it in Writing
- Keep it Professional
  - what advisor say and write can impact client relationship



# Question

- Which of these rules of effective communication with client is the main for lawyers?