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Marketing for Lawyers
Strengthen client loyalty

Lesson 5



Question

- Do you complain to the company if you do not satisfy?



Why customers do not complain?

- they think that complain does not help them
- it is difficult to complain
- they have the feeling that they put businessman to inconvenience
- competitors offer more opportunities to solve their problem



Disappointing experience

- A single disappointing experience may not significantly reduce the strength of the business relationship if:
 - the customer's overall perception of quality remains high,
 - switching costs are high,
 - there are few satisfactory alternatives,
 - if they are committed to the relationship, and
 - there are bonds (contract, dependence, knowledge, technology etc.) keeping them in the relationship.



7 steps for customer satisfaction

- **Prefer Face-to-Face Dealings**
 - customer finds easier to relate to and work with someone they've actually met in person, rather than a voice on the phone or someone typing into an email
- **Contact customers about news as soon as possible**
 - It is necessary to keeping customers informed and to respond to messages promptly
- **Be Friendly and Approachable**
 - keep a clear head, respond to customers' wishes as best is it possible, and at all times is necessary remain polite
- **Have a Clearly-Defined Customer Service Policy**
 - clearly defined customer service policy is going to save a lot of time and effort in the long run
- **Attention to Detail**
 - (e.g. send a Happy Birthday email or card from a company) It shows the care about customers - the customers feel welcomed, wanted and valued
- **Anticipate Customer's Needs**
 - customer is heartily impressed, and remarks to his/her colleagues and friends
- **Honour Promises**
 - when somebody promise something, he/she should to deliver. The most common example here is project delivery dates



Customer loyalty 1

- quality of a product or service leads to customer satisfaction, which leads to customer loyalty, which leads to profitability
- The service quality model
 - customer satisfaction is first based on a recent experience of the product or service.
 - This assessment depends on prior expectations of overall quality compared to the actual performance received. If the recent experience exceeds prior expectations, customer satisfaction is likely to be high.
 - Customers are said to have a "zone of tolerance" corresponding to a range of service quality between "barely adequate" and "exceptional."



Customer loyalty 2

- Customer loyalty is determined by three factors:
 - relationship strength (CRM)
 - perceived alternatives and
 - critical episodes
- Threats:
 - the customer moves away from the company's service area
 - the customer no longer has a need for the company's products or services,
 - more suitable alternative providers become available,
 - the relationship strength has weakened,
 - the company handles a critical episode poorly,
 - unexplainable change of price of the service provided



5 Ways to Build Customer Loyalty

Rocklin Attorney Terry L. Gilbeau, The Law Offices of Terry L. Gilbeau

- **Listen up**
 - Even if you can't meet their needs or don't know the answer to their question, always listen. If they see you are actively listening they will know you care about them and value them as a customer. Simply listening to them has a big impact on loyalty.
- **Provide help**
 - Most customers need help with something from time to time. This goes along with listening to them, but if you can, help them out with whatever it is that they need. They will always remember that you helped them, which shows you care.
- **Learn names**
 - Get to know as many customers by name that you can, and then use the names.
- **Give something**
 - Whether it's a free product, service, a discount, or a customer appreciate day with free donuts, they will feel you care about them.
- **Be consistent**
 - One of the easiest ways to earn loyalty is to consistently give your customers what it is that they want. If they show up each week to buy a particular product and you stop carrying it, you may lose those customers.



Advantage of customer loyalty

- keeping existing customers is less expensive than acquiring new ones:
 - The cost of acquisition occurs only at the beginning of a relationship.
 - Long term customers tend to be less inclined to switch and tend to be less price sensitive.
 - Long term customers may initiate free word of mouth promotions.
 - Increased customer satisfaction and loyalty makes the employees' jobs easier and more satisfying. Happy employees feed back into higher customer satisfaction.



Conclusion

- Why is it necessary to have satisfied customers?
- How is it possible to measure of customer satisfaction?
- Why customers do not complain?