Managing and Maintaining
Customer Relationships

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Professional Services

- **are not**
  - products; or
  - retail

- **are**
  - technical or unique functions performed by consultants (design, construction, validation, etc.) or independent contractors

- **is**
  - relationship driven industry
  - businesses survive on relationships where...
You **must** Satisfy the **Customer**

- **Customers** are:
  - important and essential to our business
  - not dependent on us; we are dependent on them
  - not an interruption or inconvenience BUT the *purpose* of our work.

- Without them, we have no purpose or job!!

**Respect the value of the Customer!**
Remember... the Customer

- is not always right, but they are always first
- does not always know what they do not know
- hires us to share our expertise to fulfill project requirements and bring value to them
- finds little value in doing a project ‘just because someone said so’ mentality
Customer Expectations

- When clients take the leap, they seek creative and agile consultants who
  - they trust
  - have genuine interest in solving their problem
  - have the technical competency
  - are accessible and flexible
  - keep their promises and protect client’s best interests - **VALUE**
  - acknowledge, recover from and correct mistakes
  - are easy to do business, and
  - **consistently exceeding their expectations**

**so how does this relate to you??**

Customer Service

- client approaches you and asks for help
  - how do you respond?
  - what do you do?
  - do you have to be the one who responds to their request?
  - do you have to know it all?
  - what if they are asking you to do something outside your scope?
    Your area of expertise? Your Contract?

- always keep your eyes and ears open for new opportunities to help your client

- working with other contractors and consultants – distinguish yourself and your company
Teamwork

- **Group**
  - A collection of individuals who are brought together for a common purpose

- **Team**
  - A cohesive group recognizes and understands that both team and personal goals are best accomplished with teamwork
Teamwork drives success

- A high performance team
  - listens to the customer
  - understands the customer’s expectations
  - focused on the team’s goal
  - delivers high quality service and deliverables cost effectively
    - Efficient use of time, money, resources
    - Efficient use of people’s skills and experience
  - Works together in a way that leaves the customer and team members satisfied with the team’s accomplishments
10 Rules for Longevity

1. Make your customer feel they are #1
2. Know why you have a job!
3. LISTEN to your customers
4. be helpful and courteous – even when no immediate ROI
5. be responsive – deliver!
6. keep your promises/meet your commitments
7. deal with complaints – know how to apologize
8. be trustworthy, demonstrate values and ethics
9. Under promise and over deliver
10. Make your customer feel they are #1
The purpose of business is to create and keep the customer.

--- Peter F. Drucker

Responsiveness (Service) → Client Satisfaction & Loyalty → Sustaining Relationships

THANK YOU!

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