



Managing and Maintaining Customer Relationships

Bo Crouse-Feuerhelm, CPSM

Executive Director/Client Relationship Manager

CH2M HILL

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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

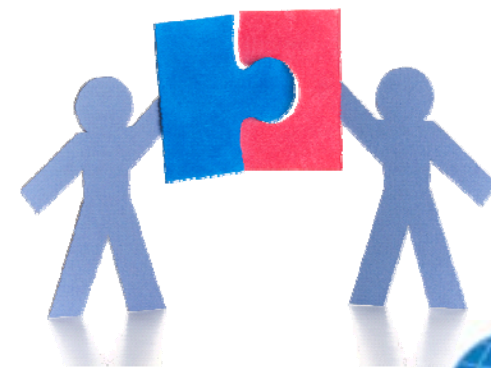
- Group

- 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



THANK YOU!

and a special thanks to Kari Delahunty

