



# Your Outstanding Customer Service Checklist

## When preparing for client meetings

- Practise your plain English skills by explaining one of your projects to a friend and ask him if you used any terms that weren't clear to him.
- Prepare at least 3 questions for your clients to open up a dialogue.
- To better engage clients surprise them every once in a while. Prepare something unexpected such as organizing a meeting in a new venue or bringing a fun gadget to explain something.
- Think of personal anecdotes and examples to make different options such as choice of insulation more relatable.
- Prepare 3D-visualization or mini carbon models to make things come alive.

## To make client meetings really enjoyable

- Always talk your clients through the recommendations you give.
- Give them a rough overview of a couple of alternatives that might save them time, money or both.
- Ask them what they think and really listen to their answer. Try to listen 2/3 of the times and only speak 1/3 of the time to better understand what your clients want.
- Explain the consequences of their choice including the negative ones.
- Be upfront about which problems you can solve – and which you cannot solve.
- Recommend an expert to them if they have a problem that's outside of your area of expertise.
- Make it fun with a few jokes to lighten the mood.

## Communication after project start

- Proactively reach out to clients at least 2 times a week.
- Give them a quick overview of the project progress.
- Inform them of any issues and how you plan to deal with them.
- Ask them if they have any topics they'd like to discuss.

## Communication after project end

- Call your clients 1 year after project end and ask how they do.
- Before calling, take a minute to remember the names of their kids and ask how they like their new room.
- Tell them they can call you anytime.
- Write them a hand-written letter to follow up on how they're doing in their new home or offices.

## Turn problems into opportunity

- Always be upfront about a problem and apologise if you were to blame.
- Make it clear what you're going to do about the situation, then act on it.
- Follow up once you've taken action even if you couldn't fully fix the problem.



## Making your customer service exceptional

- Think of everything you do as marketing.
- Stay friendly after a client signs a contract. Don't lose interest and move on.
- Ask yourself: What do I do that is exceptional to my customers?
- Ask yourself: How do I ensure that everyone on my team is committed to excellent customer service?

