

THE CHANGING DEMANDS OF CLIENTS

ACCORDING TO AMERICAN BAR ASSOCIATION STUDIES

SATISFIED (HAPPY) CLIENTS:

1. Pay their bills.
2. Recommend other clients who pay their bills.
3. Say good things about you in your community.
4. Do not file complaints about you with the authorities.

DISSATISFIED (UNHAPPY) CLIENTS:

1. Do not pay their bills.
2. Do not recommend other clients to you.
3. Say bad things about you in your community.
4. File complaints about you with the authorities.

IMPORTANT FACTORS ACCORDING TO ABA STUDIES

1. Clients want you to return telephone calls promptly (within 2 hours).
Satisfied Clients: 83%. Dissatisfied Clients: 42%

NEVER LET THE SUN SET ON A NON RETURNED CALL. IF YOU CAN'T RETURN THE CALL PROMPTLY, LET OTHERS IN YOUR OFFICE RETURN THE CALL EVEN IF ONLY TO ACKNOWLEDGE RECEIVING THE CALL.

- .2. Clients want you to listen to them and pay attention to what they say
Satisfied Clients: 95%. Dissatisfied Clients: 47%.

DO NOT ALLOW INTERRUPTIONS AND DO NOT TALK MORE THAN 1/3 OF THE TIME. YOU HAVE TWO EARS AND ONE MOUTH NOT TWO MOUTHS AND ONE EAR.

3. Clients want to be kept informed of what is happening in the matter.
Satisfied Clients: 84%. Dissatisfied Clients: 34%.

BOMBARD YOUR CLIENTS WITH PAPER (AND E-MAILS)

4. Clients want you to explain the legal process and the client's legal position.
Satisfied Clients: 95%. Dissatisfied Clients: 50%.

GIVE THE CLIENT A ROAD MAP WHICH EXPLAINS HOW MUCH 'TIME AND HOW MUCH MONEY.WILL BE REQUIRED.

5. Clients want you to do things promptly and as promised.
Satisfied Clients: 83%. Dissatisfied Clients: 42%.

YOU OR SOMEONE'IN YOUR FIRM SHOULD PICK UP AND REVIEW THE FILE EVERY 60 DAYS TO BE SURE THE WORK IS PROGRESSING, AND *STAY* IN CONTACT WITH THE CLIENT EVEN IF NOTHING IS HAPPENING.

6. Clients want you to demonstrate understanding, interest and concern for them.
Satisfied clients: 91 %.Dissatisfied Clients: 47%.

DO NOT ALLOW INTERRUPTIONS DURING CLIENT MEETINGS. REMEMBER LEGAL PROBLEMS ARE AN INTERFERENCE WITH THE CLIENTS' NORMAL LIFE OR BUSINESS.

7. Clients want you to demonstrate honesty in dealing with them.
Satisfied Clients: 95%. Dissatisfied Clients: 51 %.

GIVE THE CLIENT A NOMINAL REFUND ON A BILL OR DO NOT CHARGE FOR WORK IF NOT A FAIR AND REASONABLE CHARGE.

To Protect Your Firm and Your Family: NEVER FORGET "THE BASIC RULE", OF "CASH UP FRONT" TO GET PAID.

NEVER FORGET THE CLIENT'S CURVE OF GRATITUDE.