Client Experience (CX) acts as the glue that connects your business strategy to execution and results. This is true for all professional services firms. What differentiates savvy firms from the rest is their decision to actively *design, manage and measure* the client experience by creating a CX strategy.

1. **We find it difficult to differentiate our brand**. Both you and your competitors can DO the work. Use your CX promise and approach to make the EXPERIENCE the differentiator.

2. **Not all our employees carry the same brand flag.** Your employees are your brand ambassadors. Providing them with the guidance to LIVE your CX strategy, and build the brand based on consistent, exceptional experiences.

3. **Growth into new markets is hard**. Market entry takes a lot of time, planning, and expense. Knowing what types of clients already respond best to your existing CX allows you to target clients/markets that will be easy to serve.

4. **We grow mainly on word-of-mouth, but we don't generate enough referrals.** Knowing who your raving fans are is easy with a client listening program. Targeted referral-generating initiatives at those fans to activate referral potential and create the introductions.

5. **Our win-rates are low due to highly competitive environments.** Write proposals from an empathetic perspective. Incorporating objective metrics adds power to the proposal Finally, gathering feedback on the proposal to demonstrate your CX approach triggers psychological reactions that bias reviewers to select your proposal in closely matched decisions.

6. **Clients always want our "A-Team" and we don't have enough A-Teams to go around** Clients may reject efforts to introduce new team members. A consistent client experience strategy helps assure all team members provide A-Team level results.

7. **We worried about maintaining clients in succession planning**. Client experience strategies help assure that when one of your key players turns over, the relationship and revenue remain secure after the transition.

8. **Pricing strategies are difficult to get right – we either overcharge and lose, or undercharge and leave money on the table.** Having clear insights into each client's sentiment and perception of the firm helps identify when and where you have pricing flexibility.

9. **We don't own the majority share of wallet with strategic clients**. Improving client experience will increase the share of work clients send your way, while also reducing their price sensitivity to the work they send you.

10. **We keep missing easy opportunities to cross-sell / up-sell with existing clients**. As part of a CX program, a comprehensive client feedback process will reveal when clients have unmet needs, so you can fill them. The positive feedback collected by staff will reduce the fear of offering to help in other areas.

11. **Change orders (and no-charges) are killing us**. We're doing work outside of scope, and frustrating clients when we ask for a chance order. A solid CX foundation will enable you to better anticipate the unstated needs of clients, so you can develop more complete scopes of work prior to engaging, which will minimize the need for change orders.

12. **Our clients take too long to pay, and sometimes never do**. A complete CX program will investigate all the critical moments of truth for a client – including the moment they pay your bill. Designing a process to maximize "ease of effort." During the AR cycle assists with that. Recognize that the positive feedback given acts as a psychological influencer that commits buyers to pay. These actions decrease write-offs and mark-downs, while reducing the number of days until payment.

13. **Our focus on higher utilization has led to less time selling**. A solid CX strategy shifts focus from production (utilization) to value creation which means prices (and margins) improve. Happier clients are more likely to buy more and refer you to others, reducing the need to spend as much time selling while still driving growth.

14. **Our staff doesn't manage upset clients well – it's hard and scary.** No one likes to deal with difficult clients, and it puts wear and tear on your staff. Consistent CX helps avoid this problem altogether. A simple feedback request can surface the issue earlier and give staff the information they need to start the conversations before emotions run high.

15. **We spend too much too much time putting out fires**. A solid CX plan includes designing systems, processes, and approaches to avoid fires so you can re-deploy your leaders to do what they do best – developing staff and bringing in new clients.

16. **We struggle to define and measure quality because our product is a service.** Coupled with rigorous measurement, each stakeholder clearly knows their role and impact on both project and experience quality, improving both.

17. **Our vendors / sub-consultants are difficult to work with**. Complete CX strategies look at the entire experience ecosystem, including how your consultants and partners impact the clients' experience. This allows your clients to feel you are guiding them, and protecting them each step of the way.

18. **Competitors are beginning to eat into our base**. Client retention is priority #1 of any CX program. CX helps assure you not only meet clients' needs, but that you also do so in ways that are both easy and delightful. Loyalty is driven by simple and enjoyable experiences, built on healthy relationships. CX measurements helps you assess where you face competitive threats, so you can invest smartly into the areas of most concern.

19. **Client retention for first-time clients is lower than for our long-time clients**. You aren't alone. Developing a purposeful "new client experience" program assures you keep those hard-won new clients for years to come.

20. **We want to be acquired and need to justify a lucrative valuation**. A CX strategy, particularly one coupled to an EX (employee experience) strategy, provides reassurance to a buyer that employee and client churn will be minimal post-acquisition. Providing metrics related to client and employee satisfaction as part of your due diligence discovery results in a higher sales price / earnings multiplier.

21. **The talent war is killing us**. A strong CX program engages all employees in the value creation process, adding purpose and meaning to their daily production work. Happy clients lead to happy employees, and happy employees become your biggest source of identifying new talent, as they refer friends.

22. **We're growing, and the new hires struggle to adopt our client-centric approach**. Culture takes a long time to develop, learn, and to adopt into one's own approach. A CX framework assures you screen and hire well-oriented employees and simplifies training.

23. **We have people-people doing production, and production-people trying to lead**. CX strategies help identify the key strengths of each staff member, highlighting those who have a natural interest in and ability to lead and interact well with clients. Armed with these insights, you can put the right people in the roles where they'll thrive.

For help designing a Client Experience Program, which leads to higher revenue, profitability and employee satisfaction- reach out to Client Savvy at 866.433.7322 or answers@clientsavvy.com