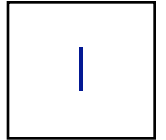


10 RULES
OF
CLIENT SERVICE

Matthew Homann

10 RULES OF CLIENT SERVICE



Just because clients don't expect great service from lawyers doesn't excuse you from providing it.

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2

Don't assume you're great at service because your current clients don't leave.

Most remain your clients because they fear their new lawyer will treat them just like you do.

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3

It costs less to delight a client than it does to frustrate them.

You pay to delight them once, but you pay for frustrating them forever.

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4

It is far cheaper to compete on service than it is on price, because there will always be someone far cheaper.

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5

Ever heard someone brag about how clean their dry cleaners get their clothes?

People tell others about service they receive, not competence they expect.

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6

The time clients care about isn't yours, it's theirs.

Build your practice to save them time and they'll be less reluctant to pay you for yours.

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7

You might think that your clients compare you to your peers, but when it comes to service, your clients compare you to everyone.

If your clients named the top ten places they get great service, would your business make the list?

It should.

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8

Eighty percent of your time should be spent on satisfying your clients' expectations and twenty percent should be spent on exceeding them.

You can't measure how you're doing when you only ask your former clients how you've done.

Improving client service begins with learning how to serve your current clients better.

Ask them!

If your clients can go months without hearing from you, they can go forever without recommending you.

To lawyers, indifference and incompetence are two different things, but to clients, they are one in the same.

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Author [Matthew Homann](#) is the founder and president of LexThink, LLC (www.LexThink.com), a legal innovation consultancy dedicated to bringing new and better ideas to the professional services industry.

A former lawyer and mediator, Matthew is an innovative and passionate thinker about changing the practice of law in ways that benefit both lawyers and clients.

These rules originally appeared on Matthew's blog, [the \[non\]billable hour](#) (www.nonbillablehour.com).