

Keeping Clients Happy

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About 100 years ago, Andre and Edouard Michelin introduced a three-star ranking system in their travel guides. Over the ensuing years, Michelin Guides became a top source for locating restaurants with outstanding cuisine and service. Lawyers can achieve similar distinction as top attorneys by providing excellent client service. Satisfied clients pay bills promptly, return for additional services, and refer new prospects. Read this article for client relationship strategies and resources for implementing them.

Adopt Technology. Adopt technology that improves customer service, increases efficiency, and reduces costs.

Be Hospitable. Offer clients beverages and snacks in the office.

Celebrate Milestones. Sending personal notes to recognize clients for accomplishments, anniversaries, and birthdays.

Demonstrate Concern. Ask clients about their interests and needs so that you can address them and show empathy.

Determine Preferences. Determine client preference for type and frequency of billing, newsletters, and updates.

Explain Fees. Explain fees and billing procedures; document understandings with an engagement agreement.

Keep Informed - Provide clients with periodic status updates and alert them as issues arise.

Meet deadlines. Be prompt for meetings, determine client priorities, and meet client deadlines.

Seek Feedback. Use calls, emails or web surveys to obtain client feedback; ask about the need for additional services and request testimonials for firm websites.

Stay in Touch. Publish blogs, e-alerts, or newsletters with preventive law tips and legal news.

Conclusion. Delivering exceptional service is imperative to stay ahead in the race for clients. It requires sensitivity to client feelings, needs, and preferences. Read the resources accompanying this article for detailed Keeping happy clients will improve your reputation and attract clients to your firm.

Resources

Articles

[Building a Positive Reputation](#)

[Conducting Client Surveys](#)

[Delivering Excellent Service](#)

[Distinguishing Your Firm](#)

[Showing Hospitality](#)

[Winning Awards](#)

Books

[Business Etiquette](#)

[Client-Centered Law Firms](#)

[Improving Communications](#)

[Keeping Clients Happy](#)

Forms

[Client Bill of Rights](#)

[Client Satisfaction Survey](#)