



"Where are your client partnerships headed?"

"Making sure your customers stay with you and never want to leave."

Manage the client's experience, not the relationship!

Often the titles “client relationship manager” and “account manager” are used to describe a role or function for employees. This newsletter suggests you consider re-naming roles in your organisation and some of the benefits for doing so.

Clients don't want to be in a “managed relationship” with you. No-one wants to be in a managed relationship – period.

Clients in a relationship with you and your company don't want to be thought of as an “account” either. They may have an account with your business but as people, they are not an account.

Remember: Client centric organisations consider the language they use to describe the roles and responsibilities of their teams.

So, what do clients want?

Clients do want to have a great experience doing business with you. You probably want to have a great experience doing business with them too.

Benefits of focussing on optimising the client experience include:

- Enhanced relationships with client stakeholders
- Improved retention and loyalty earning opportunities
- Great opportunity to align internal teams by having client experience optimisation as a common goal.

When the focus shifts to relationship enhancement from relationship or account management, a new way of thinking can start to emerge.

“I was incredibly impressed with the team at Leading Matters, and importantly Leigh’s ability to use her intuition, experience and understanding of what builds great customer advocacy when interviewing and building customer testimonials. The survey process is built to genuinely understand what your customers value, what they don’t and to provide meaningful and actionable feedback that will deliver results for your bottom line as you action them.”

*Andrew Walduck,
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“Loyalty is earned. It is never given.”

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