



the progressive business group

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group

## Are You Looking After Your Clients?

Client research is an essential tool of client service and relationship management, and is a leading indicator of performance. It provides insight into the effectiveness of a firm's operations, the strength of its market position, emerging issues and opportunities, and problem areas warranting attention.

Surprisingly, in the professions, client research is generally used infrequently—it is common for even the largest firms to have never conducted independent research on their own client base and target markets.

This is a serious omission. The market place has changed from a client-focused to a client-driven environment and clients' views are extremely important. Therefore, we urge firms to develop a formal, structured process for capturing the client's perspective more broadly. This will help ensure that a firm will continue to meet the needs and expectations of its clients better than competitors.

The Professional Business Group can help you develop and implement a state-of-the-art Client Service and Relationship Management programme. Our services in this area include:

- Client interviews
- Client team and key account programs
- Client, target and marketplace studies
- Marketing resource effectiveness
- Image penetration studies
- Client preference assessments
- Industry trends analyses
- Client satisfaction studies