

Create a Great Client Experience



Client service is one of the most important elements of our job. How a Client feels about their experience with you is the deciding factor in their decision to return to your studio and to refer you to family and friends.

Simply put...if you want your Clients to return and recommend your studio, you have to show them they are appreciated and valued.

You do this by treating them like an important Client....because they are! Without our Clients, there would be no reason for us to be in business.

What's the difference between a customer and a Client?

CUSTOMER

Somebody that buys goods or services from someone else

VS

CLIENT

Somebody who receives, or is invited to receive, hospitality from someone else and receives friendly, welcoming, and generous treatment

By treating customers like an invited guest, we will create the experience that they hoped for, which will encourage them to visit our studios again, and to recommend us to family and friends.

You do this by following the CLIENT model.

- C Communicate** - Smile, be enthusiastic, and communicate with your Client from the moment they walk in the door making them feel comfortable and welcome.
- L Learn** – Ask questions and sincerely listen to your Client. By learning about your Client's personality and preferences, you will have a much better understanding of the direction the session should take.
- I Identify**- Discuss your client's expectations, likes and dislikes. This will help you to identify their preferred products and create the best overall experience.
- E Excite** - Create excitement in the camera room and build a strong sense of anticipation for your Client to see their images. Once enhanced, build excitement about the products and services being offered, highlighting their favourites.
- N Navigate** – Be the expert when navigating the Client through their session and ordering process. Continuously share your photographic and design knowledge when recommending the appropriate products and art pieces for your Client's needs.
- T Thank** – Sincerely thank the Client. Make sure that they know you understand they have many choices and we are glad they selected us. Before the Client leaves, take a moment to make sure they are completely happy, and if not, make them happy *BEFORE* they leave. This is also the perfect time to ask for a referral and to let the Client know about the upcoming survey