



ANALYSE CREATE MOTIVATE

VUE

be engaged

**Engagement
Satisfaction
Word of Mouth**

Creating Word of Mouth

Nothing sells Professional Services as well as either a referral or strong word of mouth - two sides of the same coin. Yet few Professional Services practices realise that the experience a client undertakes is just as important as the result a client receives. Means and Ends drive client engagement and client word of mouth.

Be Engaged provides Professional Services practices with an opportunity to review and enhance their client experience and improve client engagement. Every aspect of the client experience is addressed, including meetings, discussions, service standards and more.

You will also examine revealing client engagement data from Professional Services industries to understand what clients seek in their advice relationships...and how to ensure your Practice is targeting these critical areas.

Be Engaged also helps Practices to establish a true client engagement culture and establish agreed Service Standards.



Be Engaged will help you...

Improve and expand your client experience. Review

- Agree Service Standards
- Differentiate your services
- Handle client complaints
- Create a service culture
- Boost client engagement
- Reduce client turnover
- Improve Word of Mouth
- Increase client satisfaction
- Conduct effective client surveys
- Define acceptable standards\
- Increase perceived value

Assume

Assumptions are the termites of relationships.

Henry Wrinkler

Be Engaged Workshop Agenda...

CREATE

Vue Consulting's Learning Methodology is called ANALYSE CREATE MOTIVATE, representing the before, during and after stages of a training experience.

The CREATE phase includes our Workshops and face-to-face learning. **Be Engaged's** CREATE phase requires the equivalent of a full day of Workshop time, held as two half days 4-6 weeks apart.

The Workshop Agenda itself, covers the following modules...

Part 1 - Define Standards

- Examine survey data on key drivers of client engagement
- Develop practical ideas to boost client engagement and structure into the client experiences

Part 2 - Engage Clients

- Review of Part 1 activities
- Review the key elements of your client experience for client engagement
- Learn how to respond to client complaints and queries
- Review client survey options and, optionally, design your client survey

Be Engaged is particularly suitable for practices or advisers with...

Difficulty differentiating services

You design a tangible client experience to present to clients and differentiate from competitors.

Desires to increase price/value

You define Service Standards and/or Service Segments to support up-selling or increased prices.

Team/culture building

Your team will work together to address problems, define solutions and agree acceptable standards.

Low client satisfaction

You will better understanding key elements of client engagement and how to create practical, process driven solutions to boost client satisfaction.

Client survey results or plans

You will review options to create client surveys (before or after the experience) or target specific results from an existing client survey.

Unappreciative clients

You will boost client awareness of your service quality and standards.

Perception as a commodity

You will better define your value proposition as a combination of service and results, and reposition you away from lower priced, commodity offerings.

Retention of long-term relationships

You will learn how to better manage client complaints and how to increase client engagement before problems arise.

ANALYSE MOTIVATE

See the Vue Consulting brochure for more details on the ANALYSE and MOTIVATE phases of our training.



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