

8 Keys to Providing GREAT SERVICE to Your Clients

ARAG

The following eight habits are key to your success in maintaining high client satisfaction and office efficiency.

1. BE RESPONSIVE.



Set proper expectations up front for turnaround time with your clients. In addition, keep them up to date with their case status.



Provide clients with the flexibility to reach you in whatever way works best for them (by phone, in-person or via text, email or virtually).



Whenever possible, keep your email auto reply and voice recording current so clients know when you are available or when they should expect a call back.



Return every voice message, even when you CAN'T take the case. This provides them with the information they need to proceed with their situation.

2. UNDERSTAND AND LISTEN TO YOUR CLIENTS.



Listen to clients' concerns, remain courteous and try to empathize with what they're going through. Demonstrate your knowledge to them while discussing their options and possible outcomes.

3. CREATE A SOLID FIRST IMPRESSION.

- ✓ Create an informative website, maintain an active and professional social media presence.
- ✓ Keep your ARAG profile current at all times, with a recent (and professional!) headshot, accurate locations and updated contact information, as well as your areas of law listed.
- ✓ Use ARAG network attorney branding pieces on your website or in your office to attract clients.

4. IMPLEMENT A THOROUGH INTAKE PROCESS

Understanding **all the details** of your client's case up front will **help to set expectations** and clarify if you need to **confirm the client's coverage** with ARAG Customer Care.

6. RESPECT CLIENTS' CONFIDENTIALITY.

It is crucial you keep all clients' information confidential. A client should never be exposed to another person's confidential documents (or vice-versa) simply because a folder was left unattended or you forgot to close a file on your computer. Use encryption for sharing personal information such as Social Security numbers or credit card/banking information in emails.



5. ASK FOR FEEDBACK.

The only way you can ensure you are providing your clients with the best possible representation is by asking for their feedback.

Encourage your clients to complete ARAG's review survey. Their honest, direct feedback is the best tool you can use to ensure happy clients equate to future business.



7. STAY OPEN TO CHANGE.

The legal industry is constantly evolving. Attend your local bar conferences and other educational opportunities to learn about the latest technology and business innovations to help your firm.



8. GO ABOVE AND BEYOND.

This may mean ditching the status quo or thinking outside the box to enhance the services you provide. Whether it's creating a seamless process using tools like online client billing or regular communication updates to engage them on an ongoing basis, you have an opportunity to make their experience positive – no matter the legal outcome.

