

Get Business Insight from Your CLIENTS!

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3 Reasons Why Firms Need a Client Interview Program

There's no way around it. Today, law firms need an edge to keep up with their competition.

For some, that may mean implementing an excellent marketing campaign, hiring a high-priced consultant to create a [successful brand strategy](#), or using solid [networking tactics](#).

But let us not forget the power of [client relations](#).

More firms today are executing client interview programs as a way to **capitalize on their client relationships and investment**.

Why a client interview program?

Client interview programs are no longer a luxury. They are a necessity! If you are not talking to your clients, then **assume your competition is!**

Here are three reasons why firms need to start conducting an interview program.

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1. Create loyalty and goodwill.

Interview programs are far more than a check on client satisfaction.

These programs will help **clients feel connected** to the firm, **engaged in the business process**, and they will appreciate the fact that their **comments - positive or negative - will be heard**.

2. Uncover new business opportunities.

Interview programs generally yield a lot of valuable information, including **insight on the needs and expectations of the firm**.

Clients often speak candidly about what they like and don't like. Take this information and learn from it! Use it to **identify new business opportunities** or - even better - create a tailor-made business plan just for that client.

3. Troubleshoot.

It's important to uncover problems and complaints before they fester and lead the client astray. Client interview programs can put firms in the enviable position of having the opportunity to **address concerns** before the client moves to another firm, a switch that happens up to 50% of the time.

Without a comprehensive client interview program, you are putting your most important client relationships at risk!

Don't let your clients get wood away!

Create **SUSTAINABLE CLIENT RELATIONSHIPS** and **LONG-LASTING BUSINESS** by implementing your own client interview program today!

Adapted from article [Why Client Feedback Interviews? Because You Really Do Need to Know](#) by Martha E. Candiello

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