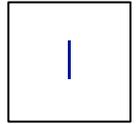


10 RULES of CLIENT SERVICE

by Matthew Homann
the [non]billable hour

10 RULES of CLIENT SERVICE



Just because clients don't expect great service from lawyers doesn't excuse you from providing it.

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Don't assume you're great at service because your current clients don't leave. Many remain your clients because they fear their new lawyer will treat them just like you do.

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3

It costs less to delight a client than it does to frustrate them. You pay to delight them once, but you pay for frustrating them forever.

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4

It is also far cheaper to compete on service than it is on price, because there will always be someone far cheaper.

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5

People tell others about service they receive,
not competence they expect. Ever heard
someone brag about how clean their dry
cleaners get their clothes?

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6

The time clients care about isn't yours, it's theirs.
Build your practice to save them time and they'll be
less reluctant to pay you for yours.

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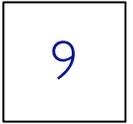
Though you might be measured against your peers in a courtroom, when it comes to service, you're measured against everyone. If your clients named the top ten places they get great service, would your business make the list? It should.

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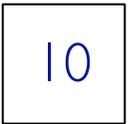
Eighty percent of your time should be spent on satisfying your clients' expectations and twenty percent should be spent on exceeding them.

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You can't measure how you're doing when you only ask how you've done. Improving client service begins with learning how to serve your current clients better.

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If your clients can go months without hearing from you, they can go forever without recommending you.

To lawyers, indifference and incompetence are two different things. To clients, they are one in the same.

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[Matthew Homann](#) is the founder of LexThink and the author of the [non]billable hour blog. He writes, speaks and hosts retreats and conferences to help lawyers serve clients better and make more money.

These rules originally appeared on Matthew's blog, [the \[non\]billable hour](#).

You can find him online in lots of places. Here are a few of them

:

Twitter: twitter.com/matthomann

Blog: nonbillablehour.com

Web: lexthink.com

Email: matt@lexthink.com