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Measuring success. KPIs

Meridian are helping them
Managing Partner said at Partner Conference in December, that client satisfaction was going to be KPI, but had not thought about how to measure that.
Base your KPIs on real, tangible measures
Qualitative
Quantitative → Achieve balance
Consistent score over time
Qualitative can be better
Net Promoter Score
Ask what we look like when.....
....we perform at our best
....when we perform at our worst
Can the KPIs be agreed up front with the client?

Organisational buy in

Need to be clear at the strategic level
What does your organisation want to achieve for your clients?
Face-to-face for important clients
No Partners are involved in the interviews → How independent is leadership buy in?
The client is a client of the "firm", not just of "you"
What questions you must ask? → Be clear on battles you must win
Which ones are optional?
Redesign delivery approach based on feedback
Behaviours
Accountability → Key things
Governance

Tips on interviewing clients

Be prepared
Know their business
Open questions, let them speak → Don't focus on just your questions
If the client wants to talk, just let them
Acknowledge what will happen next
Avoid the animal question (honestly)
Client listening - client face
Two ears, one mouth

The Customer Experience

Connect & Attract
Orient
Transactional
Extend & Retain → Customers coming back for more
Not just a product or service
Exceed their expectations
Advocacy → How do you get clients to be loyal?
How do you get them talking about you to other people?
Increase loyalty -> Increase revenue -> Increase profits
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