

# Client Service Principles

## BE ACCESSIBLE

- Give the client your home and mobile telephone numbers and encourage the client to contact you at any time, day or night.
- Let the client know where you are and what will be your availability when you are away from your office.

## BE RESPONSIVE

- Return phone calls and voice-mail and e-mail messages and acknowledge receipt of letters quickly and promptly, as defined by the client's needs and expectations.
- Quick, good and useful is better than too late and perfect.

## BE COURTEOUS

- Let the client know that he, she or it is important.
- Treat the client at least as well as you would like to be treated.
- Be friendly and positive in all of your contacts with the client.

## COMMUNICATE

- Listen.
- Understand the client's point of view and expectations.
- Make all communications clear.
- Strive to be concise.
- Keep the client informed on a timely basis.

## BE RESPONSIBLE

- Develop and nurture the client as though the client were your employer; we work for the client.
- Accept responsibility for discharging the client's work.
- Identify and correct problems swiftly.
- Accept responsibility for your mistakes.

## BE PROMPT

- Try to meet or exceed all deadlines.
- See "Be Responsible" above, if you don't.

## BE CREATIVE

- Try to find ways to accomplish the client's lawful objectives ethically and professionally, even if it requires approaching matters in ways that are different from your usual approaches.

## BE EFFECTIVE

- Always try to meet or exceed the client's expectations.
- Try to provide the most thorough, honest, ethical, clear-headed, cost-effective service possible.

## BE FAIR

- Review fee statements carefully to ensure the accuracy of the information and the fairness of the charges.