

Client Service Means Making It Easy for Clients to Connect With You

By [Silvia L. Coulter](#) on September 19, 2013

Creating strong client experiences can be quite simple. One way to do this is to be accessible. If you've ever scrambled to find someone's email address or phone number to reach them quickly, you know how frustrating it can be to plow through emails only to find that it's impossible to find their contact information at the end of their signature line, especially on their "Reply" emails. Don't be the person who frustrates your clients, but rather, make it easy for them to connect with you using these few simple rules:

- Add your full signature line to all Outgoing and Reply emails from your computer, cell phone or tablet. Ask for help if you aren't sure how to set this up.
- Provide your mobile number to your active clients. They will appreciate the opportunity to get in touch with you. Nothing is more frustrating than trying to reach your lawyer after 5:00 and the receptionist has already put the night line voice mail on. Really? Yes, it happens to us often, especially when calling smaller offices. No one wants to figure out the firm's call directory. Instead, provide your mobile number and help your clients stay connected to you. If your messages get routed to your email, then your mobile number may not be necessary either but it will make your clients feel as though they are connected to you if they have it.
- If you are on vacation and use "Out of Office," make sure there is someone else (preferably another lawyer rather than your assistant) to whom the caller or sender is directed who may help find an answer to a question the client may have.

These three simple things will greatly enhance your clients' experiences with you and differentiate you and your firm from your competitors!

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