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09

Living Guide

7 Effective Tools to Support & Navigate Clients During a Crisis

Helpful tips to successfully navigate
your design project and strengthen
B2C relationships

CLIENT IMPROVEMENTS

Client crisis Tool Kit

For Healthier B2C Connections



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RESPONSIVENESS


RAPID RESPONSE

Your client response time should already be a swift protocol. In a case of a client plight a rapid response time is crucial. When your clients express their concerns or share their opinions, it's important to actively listen, stay calm and be attentive. Acknowledge their perspectives and by doing so, you can provide them with the reassurance they need. Demonstrate your commitment to their project's success. In essence, you can be the steady hand they need to feel secure about the progression of their project.



COMMUNICATION

ACTIVE LISTENING



Actively listen to clients' concerns and identify their immediate needs. With a clear understanding, take the time to formulate effective solutions. However, avoid being too hasty in delivering instant resolve. Collaborative fixes can be beneficial, but it's also crucial to demonstrate your leadership qualities when needed. Displaying your commitment and providing constant support can instill confidence and a soft place to land in trying times.



EMPATHY

GO ABOVE & BEYOND

It doesn't all have to be about business. Show clients you care and provide diverse information that they will find informative. Understand the client's awareness of what resources they have already embraced. Doing this will help you establish mindful and skilful suggestions concerning the dilemma that has occurred. As a result, this will assist in overcoming trust barriers and harvest deeper emotional connections between you and your clients.



FLEXIBILITY

BREATHING SPACE

Effective time management is critical. To not overwhelm your clients', agree on a block of time allocated to enable them to sit back from the project. This approach allows your clients' to temporarily withdraw without guilt, and catch a breath, benefiting everyone involved.

By easing some of the pressure, your clients' will have the opportunity to regroup and approach the project with renewed vigor and concentration.



COLLABORATION

TEAM HUDDLE

Gather your team outlining the crux of the situation while keeping in mind the importance of client confidentiality. It is pivotal to approach the situation with an open mind. As project leader it's your responsibility to ensure the team is aligned and enthusiastic about presenting fresh ideas to tackle the latest challenges head-on.

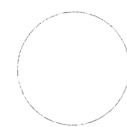


FOLLOW - THROUGH

TAKE THE REIGNS



Review and evaluate all scope of work schedules pending. To curve less downtime, look at the areas you can move forward on which does not require your clients' attention. Go over client file and revisit all notes taken to give new strength to the project. With fresh eyes this will encourage you to lead the project with new found sense of trajectory.



TRANSPARENCY

COMMUNICATION

How often should you call to present updates? Don't! Never call always email. Notify your clients' of everything, the good and the bad. Respect your clients' boundaries and allow them the necessary space to recharge during their downtime. Avoid making any requests or demands during this time to prioritize their well-being. Updating your clients' on all moving parts of their project on a weekly or bi weekly basis, via email in their absence is less intrusive. This demonstrates your leadership skills and transparency in your communication will nurture trust.