

# THE 3Rs

Consistently delivering a great client experience is a must for a growing and thriving company like ours! We already know that we have an amazing team and outstanding products. It's in how we work together, build trust, interact and support one another that allows us to deliver amazing service to our clients.

In order for us to consistently achieve awesome client experiences, we have to proactively work together, innovate and offer impactful solutions on a day-to-day basis. To help us with this process, we want to introduce you to the 3Rs: Get all three right and clients will keep coming back!

## RELATIONSHIP BUILDING

Connect with clients

- Show genuine care for our clients
- Make our clients feel important
- Build strong relationships with fellow team members and our clients
- Bring the right mindset and be present

## RESPONSIVENESS

Make it easy and efficient

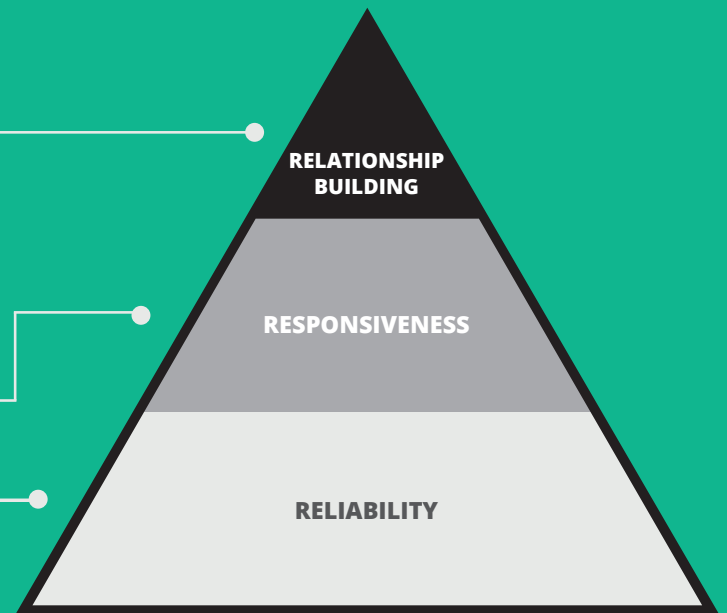
- Keep our clients well-informed
- Minimize client effort and offer help
- Put ourselves in our clients' shoes
- Provide efficient and timely service

## RELIABILITY

Promises made, promises kept

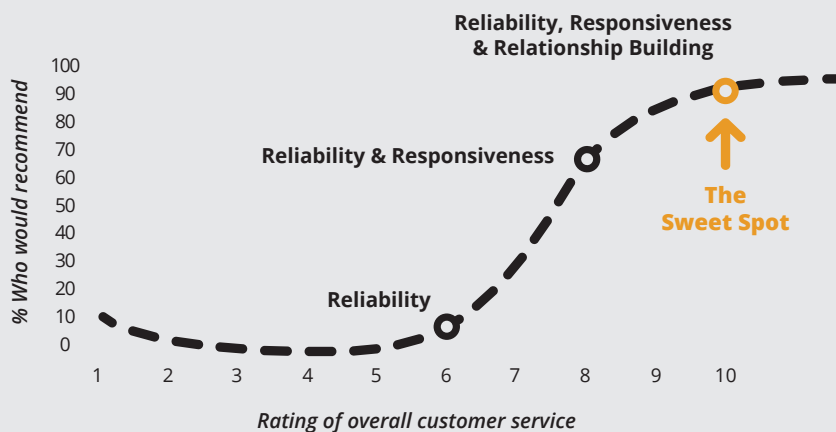
- Know our products and services
- Give advice and educate (be the expert!)
- Communicate clearly with accurate info every time
- Provide high quality products and service day in day out

We should think of reliability as the glue that holds the pieces together to ensure long-term success. If we can't keep the core promises that our partners ask us to deliver on, then nothing else really matters, does it?



It's also extremely important to know and understand our products and services. This will consistently enable us to answer our clients' most important questions quickly and accurately.

When things go wrong, we've gotta be reliable enough to solve the problem!



## WHY ACING THE 3Rs IS SO IMPORTANT:

To receive positive word-of-mouth the service has to be reliable, responsive and focused on building relationships.

Only high scores get people to recommend a business.