

Listening to your client : the basis of communication

Communication is everywhere. In our personal and professional lives. We are not teaching you anything new there. But on closer inspection, this term covers a much broader reality than we imagine.



Indeed, communication is not just about nice slogans, beautiful images, catchy posts on social media, or a sleek website where you can easily find all the information you need. No. It goes far beyond imagery and the written word. Especially if you consider everything a company does to reach its clients or communicate with them.

For instance, have you ever called a company to ask a question about a product, or called your bank to solve an issue concerning your account or portfolio? The journey you take as part of this - your client experience - also forms part of a communication process. Sometimes it is carefully orchestrated in order to reinforce your interest or

loyalty; sometimes it is a little less successful, with the risk of losing you along the way. Where “telephone contact with the company” is concerned, things have changed significantly not only due to artificial intelligence and automation, but also pressure on margins.

Whereas it used to be relatively easy to reach the person in a company who could answer your question, this person now seems to have disappeared. The direct contact has vanished. What you are left with is an obstacle course. First you are directed to a hotline where a robot welcomes you and carries out the first sorting process. For language, press one, for service,



press two, for advice, press three. You then land in a pool of assistants where you are politely told that your query can normally be answered online. After this stage, the lucky ones are transferred to the relevant department, although they are not guaranteed to get the right person or information. You are sure to have already experienced this kind of (mis)adventure. And the bigger the company, the more often it seems to happen.

That is why it is so important to ensure good client relations.

It is vital for a company to know their clients well. Indeed, it is one of the principles on which it must base its business. That is why all communication must be resolutely geared towards this objective. With this in mind, not having an overly large company helps enormously in accomplishing this mission. It ensures that frequent contact can be made with clients, both face-to-face to deal with essential issues, and by telephone to obtain information and understand the clients' needs. This is backed up by regular surveys which make it possible to better define their expectations and therefore to better anticipate them.

Ongoing exchanges with employees, business partners and suppliers also contribute to this knowledge base. In addition to contributing to the good relationships and smooth running of the company, open and transparent communication helps to define its culture, as well as enrich and strengthen it. But most importantly, it allows for a more targeted and relevant response to clients, whatever their requests and, of course, when their relationship manager is away.



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