

How can we improve the way we engage with our clients? Ideas from the South West Cluster Workshop.

Client awareness – know who they are and what they want

- Know who we are and what we're doing
- Know your client base
- Engage with clients in new ways
- Ask the client what they want and how they want it
- Get feedback – find out have we provided what they wanted?
- Personalise services for all clients – value add

Engage all clients

- Support your local businesses
- Engage with local businesses
- Direct marketing targeted toward specific groups
- Engage other community groups
- Show customers that they are the owners of the CRC – get them involved and engaged in being part of their CRC

Have appropriate expertise

- Utilise social media
- Keep up to date with technology
- Know your product
- Show professionalism and knowledge

Meet client needs

- Ensure products and services meet community needs
- Excite the interests of potential new clients to get them over the threshold
- Fulfil the needs of your community
- Identify the need and understand your clientele
- Identify the gaps

Develop networks

- Network with other CRCs and share ideas
- Support other CRCs – use their stuff and provide information back
- Share services between CRCs

Improve customer service

- Create a customer service charter
- Treat all as you'd like to be treated

Use inviting and engaging presentation

- Use atmosphere. Appeal to sense of smell (coffee machines, bread makers etc)
- Improve the impact of signage
- Use promotional products
- Ensure premises are well-presented and relaxing to be in
- Provide give-aways, free stuff and bonuses

Ten reasons why our clients don't engage with us – and what we can do about it!

Why they don't engage	What we can do
1. They don't know what we do or can do	Go out to the community and use the face to face approach
2. Other competitors are offering similar services	Change our pricing structure. Provide more personalised service. Better understand their needs
3. Poor image from previous staff	Positive promotion and image. Change branding
4. Less need for our services	Identify new niche markets and provide services to meet needs of these markets
5. Proliferation of technology at home	Provide support and training services in how to use the new technologies
6. Transient community	Develop targeted promotional packages
7. Perception that CRC is female focused	Develop partnerships with men's groups. Recruit more male staff
8. Small town politics	Maintain integrity and avoid being involved in political issues. Move on
9. Inconsistency of services	Understand funding requirements
10. Need to be convinced that there's a benefit	Use open days, events and other ways to show them what you do and excite them!

Unique Selling Proposition

- We have the expertise needed to deal with any challenge
- Successful, speedy results with a smile
- We draw the community together, work together and strengthen relationships for the community
- We're FLocals – friendly locals
- We know. We do. We help.
- We offer the services you need in a social and friendly environment

Headlines

- Fire up your interest in our kindle
- Free cuppa for cancer day on June 14th
- Use it or lose it!
- Snap it up! Join our photo competition and win \$600.00
- We'll put a smile on your face – join our photoshop course today
- Losing lambs to foxes? Get baits from your CRC
- Get good positives out of your negatives. Let us print on canvas for a memorable display

Headline clinic

Original headline	Reworked headline
Health or family problems? Rural in Reach can help	Do you have health or family problems? The CRC can arrange <u>free</u> and <u>confidential</u> help through the Rural in Reach program
How to get a life	Tell us what your child would do with \$1000.00
Missing a loved one? Your local CRC can keep you connected	Keep in touch with friends and family now. Easy 'how to' sessions on email, Skype and Facebook.
How \$65.00 can make you more employable	Finally – an accredited RSA course in Bridgetown. Register before 31 st May.
Twice in a lifetime – bring the past to meet the future	Twice in a lifetime – bring the past to meet the future. Join our free photography workshop today to show you how
One at a time please! The CRC can write your grant application	One at a time please! The CRC can research, write and manage your grant application

Offers

- Free USB with every membership
- 30% discount for members – saving you up to \$200.00 per year
- Free half hour consultation to discuss your individual needs – valued at \$25.00
- Complete our survey and go into the draw to win a FREE premium membership valued at \$480.00