CLIENT BILL OF RIGHTS

This serves as a compliment to the Agency Bill of Rights document. By identifying mutual expectations early in the process, this effort will lead to smoother project execution and an enhanced end-product. The following points should be used as a guideline for all agency team members whenever they interact with the client.

Excellent Communication

1. Prompt return of phone calls and emails
2. Understand and be able to communicate about technical issues to non-technical people
3. Communicate deadlines and deliverables in a clear and timely manner. Give the client sufficient lead times when we require content
4. Communicate in a very timely manner regarding tradeoffs. Involve the client quickly in the iterative process of making tradeoffs in work. The client doesn't want to learn on the day the work is delivered that what's delivered is not exactly what they asked for
5. Actively monitor and manage situationally the need for communication – at times, a weekly check-in is sufficient, at other times, it might make sense for the client to go to our office or visa versa

Attention to Details

6. Deliver accurate, error-free work
7. Document specifications to the level of detail needed for development work
8. Conduct thorough review/test of deliverables before sending them to client. Review work against specs and confirm that it works as requested before stating that it does
9. Document and communicate decisions reached in meetings/emails/phone calls
10. Ensure that all invoices are clearly tied to work orders and proposals

Collaborative Relationship

11. Develop an understanding of the client contact's role – this person is the middle-man between client constituents and the agency. When the client has questions or is considering changes, we need to collaborate from a technical and business perspective. The client shouldn't just be "managed" in terms of understanding that a change will have time/cost implications. We need to help them come up with options before making a decision
12. Anticipate needs – help the client understand the possibilities in a situation to help them meet their goals. For example, we can say "yes, we can do this" but even better would be "yes, we can do this, and here are some other things you should think about"
13. Work with the client to determine a high level process, signoffs, etc. to improve the working relationship
14. Be proactive in communicating potential improvements. You may know of technical/design ideas that would enhance the project – let the client know
15. Conduct regular account reviews. Ask us what the client sees on the horizon, what they see happening in the organization. This may be as easy as taking the client out to lunch occasionally. Conversely a formalized account review is a good idea, when appropriate
16. Be source of "best in practice" ideas for helping the client think of out of the box solutions and ways to do things better