



## Client Appreciation

When an organization is embraced by their clientele, it should be honored. Client appreciation ranks high on the scale of successful businesses. Whatever aspects of branding would be more welcomed? Clients who become loyal and favorable to the services of an organization also can be valuable input for determining long-term calculations related to budgeting, profit projections, and critical human resource projections for staffing and employee competencies, and facilities management.

What make it possible to enhance client appreciation? That depends on how the business orchestrates clientele feedback, reviews and written testimonials. Best to put into action several feedback campaigns such as: surveys, review forms, telephone interviews, community events to interact with people, and even an occasional reward or contest to show appreciation. All in all, reaching out to your clientele on an ongoing basis is a key ingredient for success. Every community-based enterprise is encouraged to have a Public Relations position actively engaged within the community being served.

By Robert V. Gerard

This article is copyrighted.

You have permission to share it through any medium provided the following is included:

"This article is copyrighted. Copyright@2018-2019 Dr. Robert V. Gerard,  
Phone 607-724-2438; web [www.oughten-house.com/oughtenstore/](http://www.oughten-house.com/oughtenstore/)  
E-mail [contact@oughtenhouse.com](mailto:contact@oughtenhouse.com)."