

## The Happy Client December 2021

Here we are at the end of another year, one that seems, to me at least, to have flown by very quickly. It's been a busy year, with many businesses coming on board, wanting to embark on client listening exercises – both to find out how their clients are feeling after the shock that was 2020 and to identify and explore future opportunities.

Over the past 12 months I've spoken with clients around the globe who work in, or own, businesses of all sizes – from a small, family-run organic skincare business in Cornwall, through to a multinational household name. Whatever the location, size or specialism of the business, some common themes emerged in those conversations:

- My clients find that *their* clients really appreciate them making the investment in client listening (more on that in the download below)
- Expectations are changing. My clients say that their clients now seem to expect a level of service and positive customer experience from their B2B suppliers that's similar to that which they receive when they're making personal purchases
- 'Key man risk' was identified time and again as a big threat. It's something I'll be talking about in the New Year, helping you mitigate the risk of losing clients when an individual, or a small number of team members who your clients have come to rely on, move on.
- There's a craving for a return to the real-life interaction that Covid took away. Clients want to have the opportunity to get together with their suppliers – to share best practice, learn from each other and network. That said, these sort of events have to have a real purpose to them, something over and above what a catch up on Zoom delivers.

I wanted to keep this one short, so I won't say too much more apart from a big 'thank you' for being here and reading. I hope my monthly missives are helpful and interesting and, as ever, if there are any topics you'd like me to cover next year, please do let me know.

Before I go – I've created a resource to help you get your client listening activities off on the right foot next year – [click here to download 'Five golden things to illuminate your client listening journey in 2022'](#).

Merry Christmas and Happy New Year to you and yours – see you in 2022!



Best wishes,

Anna

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