SERMO

CLIENT RELATIONSHIP MANAGEMENT CHARTER

What sets SERMO apart is the collaborative and generous way the partners work together – we share knowledge and best practice with each other to help develop our offers and improve client service and business practices.

This charter sets out our joint commitment to delivering exemplary client service:

1. **CLARIFY AND UNDERSTAND** – We listen to clients' needs and make sure we understand the nuances and complexities of the brief: clarifying expectations is fundamental to success. We agree realistic, achievable, yet challenging targets up front. We do not overpromise. We invest time immersing ourselves in our clients' businesses and brands and think about the business/issues/competitors even when not directly related to a live project.
2. **WORK AS BUSINESS PARTNERS -** We put the right people on the business, making sure our team is compatible and has good chemistry with each client's team. We work together to drive business performance. We are a senior level sounding board for clients – they value our bigger picture thinking and see us as problem solvers.
3. **BE BOLD AND INSPIRING** – We are a source of innovation and inspiring ideas. We have the courage, conviction and commitment to deliver. We love what we do and our enthusiasm is infectious.
4. **BE FLEXIBLE** – We are open-minded, flexible and embrace change. We pride ourselves on being easy to work with. We have open conversations about how we work together and are transparent in dealing with challenges.
5. **SHARE AND RE-APPLY** – For clients shared across several partners, we regularly share information, insights and creative solutions to ensure consistent pan-network delivery. For partners who win business from existing SERMO clients, we ensure their rapid immersion in the client's business through a detailed on-boarding process.
6. **BE RESPONSIVE AND PROACTIVE** – Communication is key to any relationship. Every client and organisation is different, with differing levels of reporting and working practice required. So we put in place tailor-made communication and reporting structures, including weekly updates (calls, meetings, mini reports), monthly reports/meetings and quarterly 'healthchecks'. We pride ourselves on our rapid response to clients' requests and needs. Board level input, if required, is available within 24 hours.
7. **MAKE CONTINGENCY PLANS** – Planning for worst case scenarios, or for alternative routes to success, demonstrates that we are able to protect clients' budgets, profile and sanity!
8. **QUESTION OUR PERFORMANCE** – Our regular client 'healthcheck' meetings put honesty and openness at the heart of the relationship with clients. Based on open questions, giving and receiving feedback helps us manage concerns ahead of time and ensures we are adding value beyond delivery.