



CLIENT RIGHTS AND RESPONSIBILITY

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What is Client?



❖ **A client** is an individual, organization, or business that engages in an ongoing, long-term relationship with a business or service provider to receive specialized services or advice based on their specific needs and goals

Characteristics of a Client

- **Ongoing relationship:** A client engages in an ongoing relationship with a business or service provider.
- **Personalized attention:** Clients often require personalized attention and specialized services.

Characteristics.....



- **Charge fees or rates:** Businesses may charge them substantial fees for services which clients are often willing to pay because they value the expertise and personalized attention.

Characteristics.....



Relationship-based:

Client relationships are usually based on trust and mutual understanding.

What is a customer?

- Is an individual, company, or organization that purchases goods or services from a business in exchange for payment.

Characteristics.....



One-time or infrequent relationship:

A customer typically has an infrequent relationship with a business and may purchase a product or service once or only occasionally.

Characteristics.....



- **Focus on transactional exchange:**
Customers focus on the transactional exchange of goods or services for payment and are less interested in developing a long-term relationship with the business.
- **Varied needs and preferences:**
Customers have varied needs and preferences, and businesses may need to tailor their products and services to meet these needs.

Client vs Customer

❖ **Client** → receives services,

❖ **Customer** → buys goods and services

CLIENT



CUSTOMER

Client and Customer are sometimes used interchangeably but they differ in their conventional definitions.

CLIENT

A **CLIENT** is a person who only receives official and professional services.

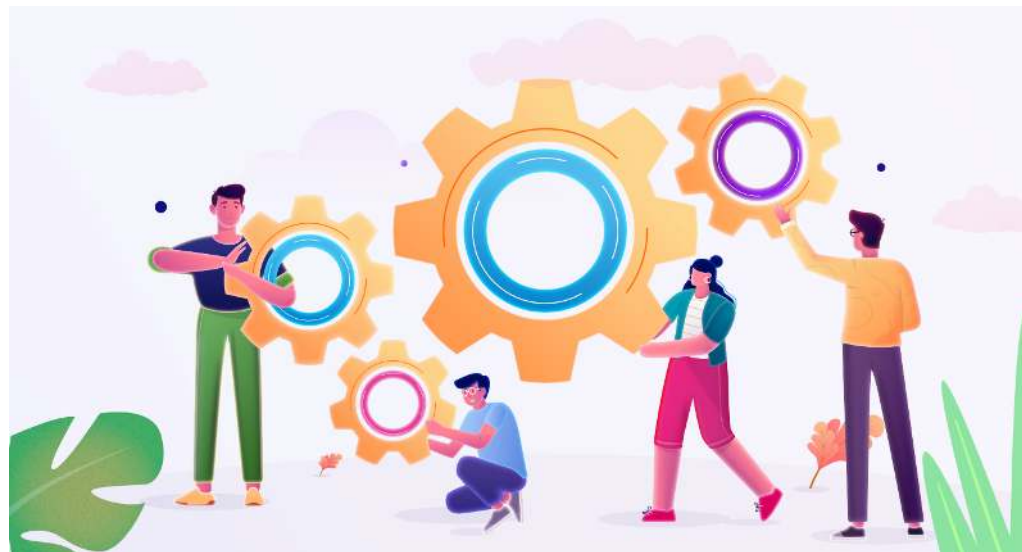
CUSTOMER

A **CUSTOMER** is a person who buys goods and services from the businesses or stores.

CUSTOMER *VS* CLIENT

- Purchase products and services based on price and value
- A relationship isn't necessary to make a sale
- Relationship will usually end once the transaction is done
- Purchase services based on the trust and experience
- Personal relationship with the business
- Will have a long time frame with the business

General Expectations



- Good quality test/analytical results;
- Efficiency in customer service;
- Timely delivery of services;
- Effective management and control of chemicals

General Expectations

- Realistic and implementable plans;
- Effective communication system and transparency

RELATIONSHIP AND RESPONSIBILITIES TO CLIENTS

- Establish and maintain good working partnerships and excellent relationships with our clients by clear understanding of our :

- ❖ mutual expectations

- ❖ rights and

- ❖ responsibilities





GCLA promises to maintain the highest standards possible in respect of the following:

Advice: We will always endeavour to provide consistent, accurate and impartial advice on investment or disinvestment decisions as well as other matters in relation



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- **Staff Manner:** We will acquire, train and require our staff to be friendly, helpful, respectful, action-oriented and sensitive to the clients' individual needs; and
- **Information sharing:** We will provide our stakeholders with necessary information on the operations of the GCLA

CLIENT RIGHTS AND RESPONSIBILITIES

- We believe Clients have the right to expect high standards of service
- Similarly clients have certain responsibilities to abide:
 - in order for us to provide good services
 - successful ongoing relationship

A. Client Rights

- Get adequate and affordable services,
- Be treated with courtesy
- Review and appeal
- Lodge a complaint and advice

Client Rights.....

- ❑ Privacy and confidentiality
- ❑ Get information about themselves subject to laid down procedures
- ❑ Access facilities and test procedures in a manner, which meets their needs;

B. Client Responsibilities

GCLA Clients are expected:

- ❖ To treat our staff with courtesy
- ❖ To attend scheduled appointments punctually;
- ❖ To respond to request for information by GCLA accurately; thoroughly and in a timely manner;



Client Responsibilities.....

- ❖ To abide by any legal requirements;
- ❖ Obligations that they must meet in order to be eligible for services sought; and
- ❖ To pay costs for services rendered.

A *Happy* CLIENT
IS A *Repeat* CLIENT!



A happy client will :

→ continue to be a buying client and

→ a returning client.



Seek first to understand. Then to be understood.”

[Stephen R. Covey,](#)

What do we live for, if not to make life less difficult for each other.

GEORGE ELIOT





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