



WHY IS CLIENT FEEDBACK IMPORTANT

The best way to win work is to deliver a positive client experience that creates opportunity for repeat business. Understanding the client’s point of view, at different points in their journey with WSP, helps us to fully appreciate their needs and challenges. Asking for feedback is the best way to understand those perspectives. A continuous feedback process provides ongoing intelligence and data points that will tell us how our clients perceive WSP and gives us the opportunity to make timely adjustments, where required. Feedback will also give us the depth of knowledge needed to aid our marketing and sales teams as they target the strategies and differentiators which will deliver a winning pursuit.

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WSP CLIENT FEEDBACK RATING

By gathering feedback from our clients, both at an executive leadership and project level, we are better able to understand our client’s views about WSP, and the priorities and needs of their organization. At a project level, we gain important insight into a client’s perception of WSP’s performance, which allows us to address deficiencies and demonstrates our commitment to improving the client experience.

Using a Net Performer Score (NPS) rating scale of 1 (lowest) to 10 (highest), WSP can track, benchmark and trend, over time, seven key areas of perception and performance:

- Valued Partner
- Responsiveness
- Performance vs. Competitors
- Open and Clear Communications
- Quality of Work
- Focus on Future Ready
- Creativity and Innovation

GETTING STARTED ON CLIENT FEEDBACK

There are many types of NPS style feedback systems and tools, involving either in-person and/or automated survey tools. After careful consideration of these various methods, WSP USA has chosen to obtain client feedback through personal interviews, which provide the best opportunity to strengthen individual client relationships and establish an open flow of communication and conveys a WSP culture of continuous improvement.

THREE THINGS TO REMEMBER

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- Set expectations with your client for regular feedback discussions and agree on frequency for these ongoing interviews (2x or 4x annually).

Use the Client Feedback form to guide the client conversation through the seven desired areas of client feedback and scoring.

Always ask open-ended questions, which requires the client to be more expansive in their responses and generates greater interaction.



FOLLOW-UP IS A CRITICAL STEP IN THE PROCESS

Sometimes a client provides us feedback which is not what we expect – it may be negative comments about our performance, a staffing issue, or other concern which, if left unaddressed, could have a serious long-term impact on the client relationship. If this happens, remember to listen and acknowledge the client’s point of view. In addition, the BIFF model can help you be prepared to respond to tough feedback. Therefore, prior to conducting a feedback interview, plan out a response to difficult comments received from your client.



- ✓ Keep responses to their comments brief and listen more than you speak.
- ✓ Ask for clarification, as needed, to obtain informative responses that can help us target appropriate and actionable follow-up.
- ✓ Listen, and keep the tone friendly to diffuse any emotional exchange, which shows our openness to understanding and addressing their concerns.
- ✓ End the feedback session by recapping the points of concern, setting clear expectations for WSP follow-up and our commitment to improving their client experience... Ask for the next session to discuss actions taken.