

## **Client Retention: Services, Techniques and Resources Project**

Your team has been accepted into an internship program at a local business (in a Human Services Career Pathway.) The manager who is your mentor has requested that your team create a presentation that focuses on effective client retention.

Human Services Career Pathways:

- Consumer Services
- Early Childhood Development and Services
- Counseling and Mental Health Services
- Family and Community Services
- Personal Care Services

Select the type of job and the Human Services Career Pathway your presentation is based on (your choice):

Example: Cosmetologists are in the career pathway of Personal Care Services.

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As a group, think of effective tools and technology that can be utilized to retain your client(s). Incorporate the information as a Blendspace™ presentation. Use the Graphic Organizer – Customer Service as a resource. Presentation must include:

- a clear focus on effective client retention techniques and resources
- five technology-based methods, such as social media, that can be used to enhance the client experience and retain clients
- methods for creating a good first impression for your clients
- steps to resolving client complaints
- three loyalty programs to encourage return business

Information is required to be retrieved from reliable sources.

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Your project will be assessed with Rubric for Client Retention: Services, Techniques and Resources Project.