

## **YOUR CLIENT KNOWS MORE ABOUT YOU THAN YOU DO**

**March 19, 2008 by Nancy Myrland, Myrland Marketing, Inc.**

There's been a lot of discussion lately about the importance of conducting client satisfaction interviews. Their importance can and should not be underestimated.

Last week, I attended a 4-day marketing conference in L.A., during which I listened to Steve Rodgers, head of Litigation at Intel. He was part of a panel on client teams and client satisfaction interviews. When asked if client satisfaction interviews were important, and who should conduct them, Steve said there were things he could not say to the face of his attorney, and would appreciate the intermediary.