Standard Operating Procedure (SOP): Client Greeting and Communication Etiquette

This SOP establishes **client greeting and communication etiquette** to ensure professional, respectful, and effective interactions with clients. It covers proper greeting protocols, active listening skills, clear and polite verbal and written communication, maintaining a positive tone, handling client inquiries and complaints, and follow-up procedures. The goal is to create a welcoming environment that fosters trust, enhances client satisfaction, and supports strong business relationships.

1. Purpose

To outline standard procedures for greeting clients and communicating effectively to maintain professionalism and establish positive relationships.

2. Scope

This SOP applies to all employees who interact with clients via in-person, phone, email, chat, or other communication channels.

3. Greeting Protocols

- Greet clients promptly and warmly, using appropriate titles (e.g., Mr., Ms., Dr.) and their last name unless advised otherwise.
- Offer a friendly smile (if in person or on video).
- Introduce yourself and your role clearly.
- Use a firm and professional handshake if appropriate.
- Welcome clients and ask how you may assist them.

4. Communication Guidelines

1. **Active Listening**
   - Listen attentively without interrupting.
   - Maintain appropriate eye contact.
   - Paraphrase or summarize the client's statements to confirm understanding.
2. **Verbal & Written Communication**
   - Use clear, concise language.
   - Avoid jargon or technical terms unless necessary, and explain if required.
   - Remain polite and courteous at all times.
   - Respond promptly to emails and messages (within 1 business day).
3. **Positive Tone**
   - Maintain a friendly and respectful tone in all communication.
   - Show empathy and understanding, especially when addressing concerns.

5. Handling Inquiries and Complaints

- Acknowledge all client inquiries and complaints promptly.
- Remain calm, professional, and solution-focused.
- Document key details and assure the client of follow-up.
- Escalate issues when necessary according to company guidelines.

6. Follow-Up Procedures

- Confirm satisfaction after resolving client issues.
- Send a thank-you note or follow-up message as appropriate.
- Document interactions and resolutions in the client database/CRM.

7. Continuous Improvement

- Solicit client feedback to identify areas for improvement.
- Participate in regular communication skills training sessions.

8. Compliance

Failure to adhere to this SOP may result in disciplinary action. All staff are expected to act in accordance with company values and standards at all times.