



MAKING A CASE | Relationship Building

Building long-term business relationships increases productivity, rewarding interactions, and meaningful work experiences. Check out a few of our relationship-building tips that may benefit you...



1

RELATIONSHIPS OVER METRICS

Metrics serve a purpose. But putting the focus on building relationships creates lasting bonds and makes our work more rewarding. Roughly 80% of companies with personalized service exceed their goals because partnering with people who are invested in you leads to better results.*

2

TIME IS MONEY

Partnering with a relationship-focused organization will allow for learning and growing together. The more familiar your partner is with your needs, the faster and more accurate the results will be. It can cost up to 5x more to acquire a new customer than to retain one.*

3

STABILITY AT THE TOP

Our leadership team has been in place for 20 years, and our staff is cross-trained on all of our accounts. So even if someone moves on, there is no chance we won't understand your needs moving forward.

4

GIVE AND RECEIVE

An overlooked benefit of a healthy business relationship is feedback. Did you know 61% of customers stop buying because of bad service? When you're engaged with someone you feel comfortable with, you're more likely to give feedback.

5

CREATE VALUE AND BOOST MORALE

If we know you, we can do more. Like sit in on meetings, create unique processes, develop recruiting strategies, and diversity plans. And happy customers mean less stress, which leads to happy employees. If you love what you do you'll do it better and stay longer, too.

smartdept. is a nationwide creative, digital, and marketing talent resource

with roots in Chicago, Seattle, and Grand Rapids. We are also a WBENC-certified Women's Business Enterprise. We provide companies with freelance, contract, contract-to-hire, and direct hire candidates for on-site, remote, and hybrid opportunities. Our ability to service customers of all sizes while still taking a boutique approach allows us the best chance to cultivate the successful relationships we value.

Building relationships in business can be challenging (especially in staffing). But choosing a relationship-building strategy is a key factor in creating client longevity. Exceeding expectations is a given. Having the proper tools in place, like efficient processes, a good CRM, and multi-channel communication, are vehicles that, when used properly, can help along the way. But creating an identity and employing a long-term strategy to communicate your intentions will allow you to continually engage in welcomed communication. When your customers (and potential customers) want to hear from you, it will lead to reduced attrition and increased sales.

When a customer likes your message and has success with you or your organization, they become loyal. Loyal customers stick around. And they do things like giving referrals and let you know when things don't go as planned. Ultimately, building relationships leads to better results for you and your customer. **Pretty cool, right!**



"I have worked with the team at smartdept. for over 18 years now, and from the beginning they have always provided top quality candidates, responded with a sense of urgency, and taken the time to get to know me, my needs and style. They seem more like a partner than just another agency."

- Lance, Chicago

*Reve Chat