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Vol. 4



Circle Up Weekly

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- **Note from our Co-Founder:** Setting the bar on client communication
- **Infographic:** 22 Communication Trends for 2022
- **Featured Article:** Why We Should Focus On How We Communicate Our Offerings in 2022 - Forbes
- **Free Resource:** Pro Tip - Website Metrics to track front-line client communication
- **And more!**

*Communication works
for those
who work at it*

- John Powell



Note from our Co-Founder

What exactly is communication? In definition, it is - 1. the imparting or exchanging of information or news. Communication plays a vital role in human life and society. It is both the creator and retainer of human relationships.

In our world today, communication holds many different faces. Methods expand much further beyond a lunch meeting, phone call, or even email. In fact, in many instances, it starts long before we even have that first client conversation, and it should last long after a case is closed.

At the end of the day, communication is about building and maintaining relationships. As business owners, it's our job and responsibility to both maintain and embrace all aspects of communication with our clients; whether it be in website management, newsletters, follow-up emails, social media, etc.

The importance of communication in all facets of our life cannot be underestimated. Are you setting the bar?

Cheers to your success!

Laura Kennedy

Co-Founder



Featured Article

Why We Should Focus On How We Communicate Our Offerings in 2022

- Forbes



"Effective communication is the super glue that binds relationships - both business and personal ones - especially when it comes to connecting consumers to a brand or business. As practical as it sounds, communicating successfully is an art

that businesses need to manage with focused effort and intention."

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Fresh Updates



Law Firm Marketing: Top Seven Tips For 2022

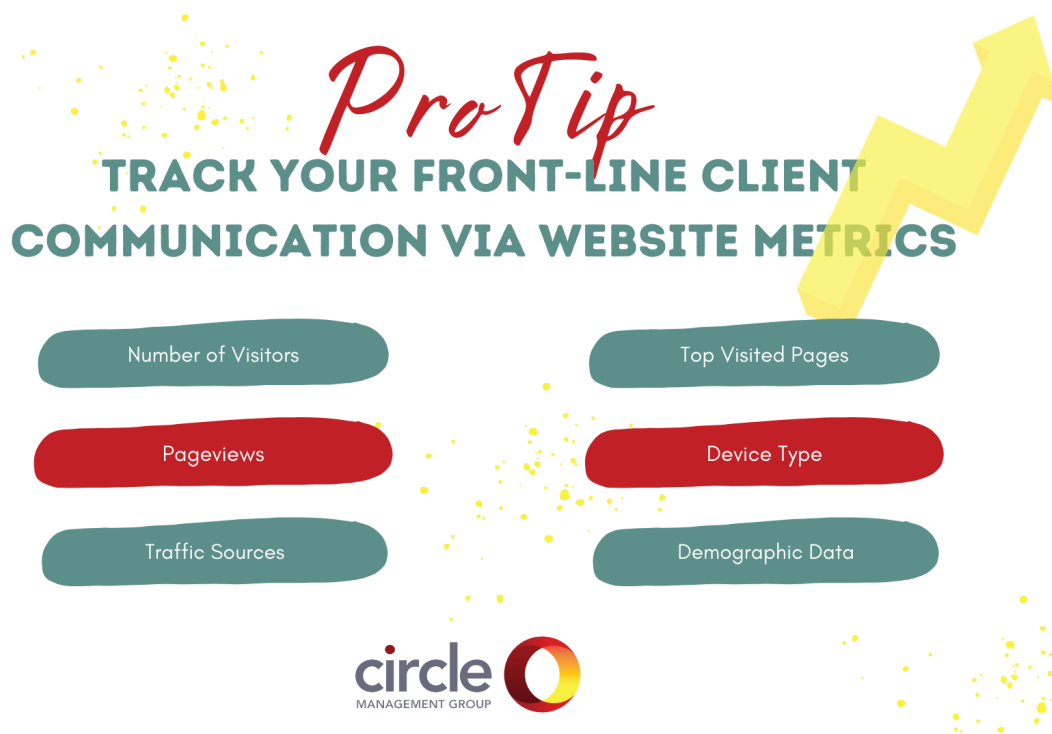
"Marketing is rarely a favorite task for lawyers. However, it is a necessary evil for firms that want to keep their business on a steady or increasing pace."

[Read More](#)



5 Business Communication Strategies for 2022

"How we directly communicate with clients has changed drastically over the past two years. These five communication keys will sharpen your information exchange. [Read More](#)"



What is measured, gets managed.

Is your website communicating effectively with your clients? Here's how to find out!



1

Communications

The concept of maintaining consistent, open communications with your customers can seem overwhelming. Automation can transform the way and the rate at which you communicate with your valuable customers.



2

AI Is Shaping Customer Service

In 2022, customers expect quick responses and accurate answers without being stuck on the phone with a stranger. Chatbots are the solution to meeting their needs without forcing your customers into social interactions.



3

Customers Expect More Personalized Experiences

80% of customers prefer to buy from brands that offer highly personalized experiences. If an organization's goal is to give their customers what they're looking for, personalized communications must become a priority.



4

Self-Service Is Gaining Momentum

In the pandemic, 81% of customers started to seek out ways to get information on their own without having to involve a customer service agent. On top of that, self-service can significantly lower a company's operating costs.

5

Focus on Omnichannel Communication

Interact with your customers on their terms and preferred devices. Omnichannel delivery offers seamless communication with customers - whether through traditional methods, electronic channels, or a personalized combination of both.



**6**

Give customers a Real Feel with Augmented Reality

Customers are no longer eager for face-to-face interactions with companies, but they still want to get a real experience of the product or service in question. Augmented reality allows that from the comfort (and safety) of their own home.

7

Virtual Reality Isn't Just for Video Games Anymore

VR has found an important place in communications. Improve interactions with your customers by giving them a true understanding of what your company has to offer without having to commit to physical builds.

**8**

Offer Help Throughout the Customer Journey

You need to know where your customer experiences friction and what you can do to alleviate it. Identify customer behavior and pain points within the overall customer journey with customer journey mapping.

**9**

Livestreaming Is Here to Stay

Offer all the same benefits of in-person events, within the confines of your customers own homes. Livestreaming allows your customers to attend events in real-time without having to worry about the safety and logistics of travel.

**10**

Take Video Conferences to a New Level

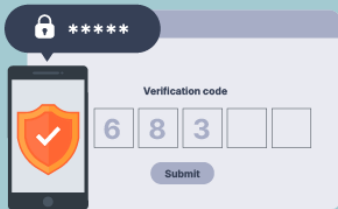
With employees continuing to work remote or hybrid, video conferencing is being relied on more than ever. In 2022, this technology is a pillar of working & socializing & is an important part of a company's communication strategy.



11

Investing in Cloud Storage Solutions

In 2022, customers have come to expect cloud storage options from companies. Move into 2022 by advancing the way you store, share, and collaborate. Cloud solutions are the wave of the future, bringing immense benefits.



12

Commit to Mobile Solutions

It's undeniable, most customers are interacting with you on a mobile device. Make sure their experience is top-notch and ensure that you're always engaging with your customers in meaningful ways that enhance your reputation.

13

Make an Impression with Smart Documents

Customers want to be delighted when conversing with your company. Remove the boredom by taking advantage of smart document technology. Give them insight and data that will transform their entire experience.



14

Invest in High-quality Content

Content is the personality of your brand. It tells a story about who you are and what you value. Well-written, impactful content has become an important trend in communication as customers have learned to demand more.

15

Get to Know Who Your Customer Is

Noting a customer's preference of tone, language, obstacles, and then using that information to interact with them goes a long way in showing that you care about how they perceive your company.



**16**

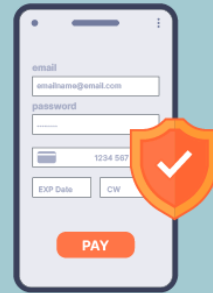
Updated Delivery Channels

Individuals are unique in the way they consume information. Make sure you keep the lines open by offering delivery channels that will meet any users' need- regardless of generation, preference, or accessibility.

17

No Place for Paper or Cash in 2022

COVID-19 forced society to stop relying so much on paper and physical cash when it comes to transactions and customers now expect fully digital services. With the irrefutable climate benefits, paper is a thing of the past.

**18**

Leverage Blended Communications Channels

Customers spend most of their time on social media & they expect to be able to get in touch with your company in the same way. Whether it be complaints, reviews, or real-time issues, companies need to be where their customers are.

19

Secure Communications and Trust

In a digital world, security is key. A customer needs to feel confident that any company that has been entrusted with their information will keep it confidential. Organizations must keep their security requirements up to date.

**20**

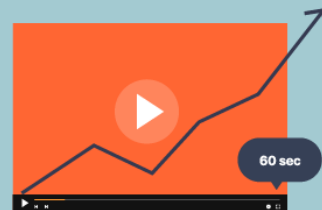
We're Living in an Influencer Marketing World

Trusted influencers impact the way customers see a brand. Crafting a memorable and authentic influencer campaign tells customers that you know they value real-life experiences while remaining exciting and interesting.

21

The Rise of Short-Video Content

Our attention span has decreased over the past few years and copy-heavy collateral has become white noise. The attention-grabbing nature of short videos is an unmistakably clever way to engage and motivate your customers.



22

SMS.2 – Bigger and Better with RCS

The next step up from classical SMS, RCS is a more aesthetically pleasing way to serve high quality content directly to customers' phones. Increase conversions by standing out from the boring old texts customers are used to receiving.



TALK TO AN EXPERT TODAY!

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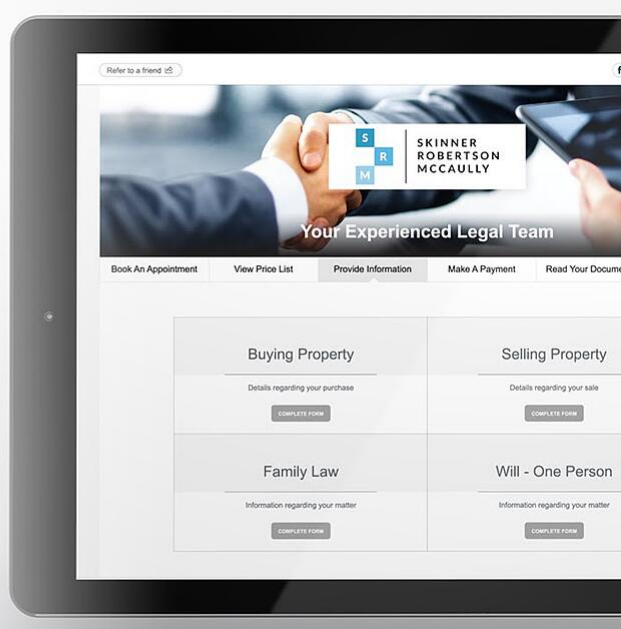
"How can companies improve the ways in which they engage with their customers, forming bonds that will continue and flourish in the years to come?"

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[Solution Spotlight](#)

Intake Forms from your Web Portal



CLIENT INTAKE FORMS through LEAP

The client experience begins when they first believe a firm can help provide a solution. Make the initial interaction with your firm streamlined and simple with client intake forms right from your web portal. LEAP is one example of how you can accomplish this.

[Learn More](#)



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