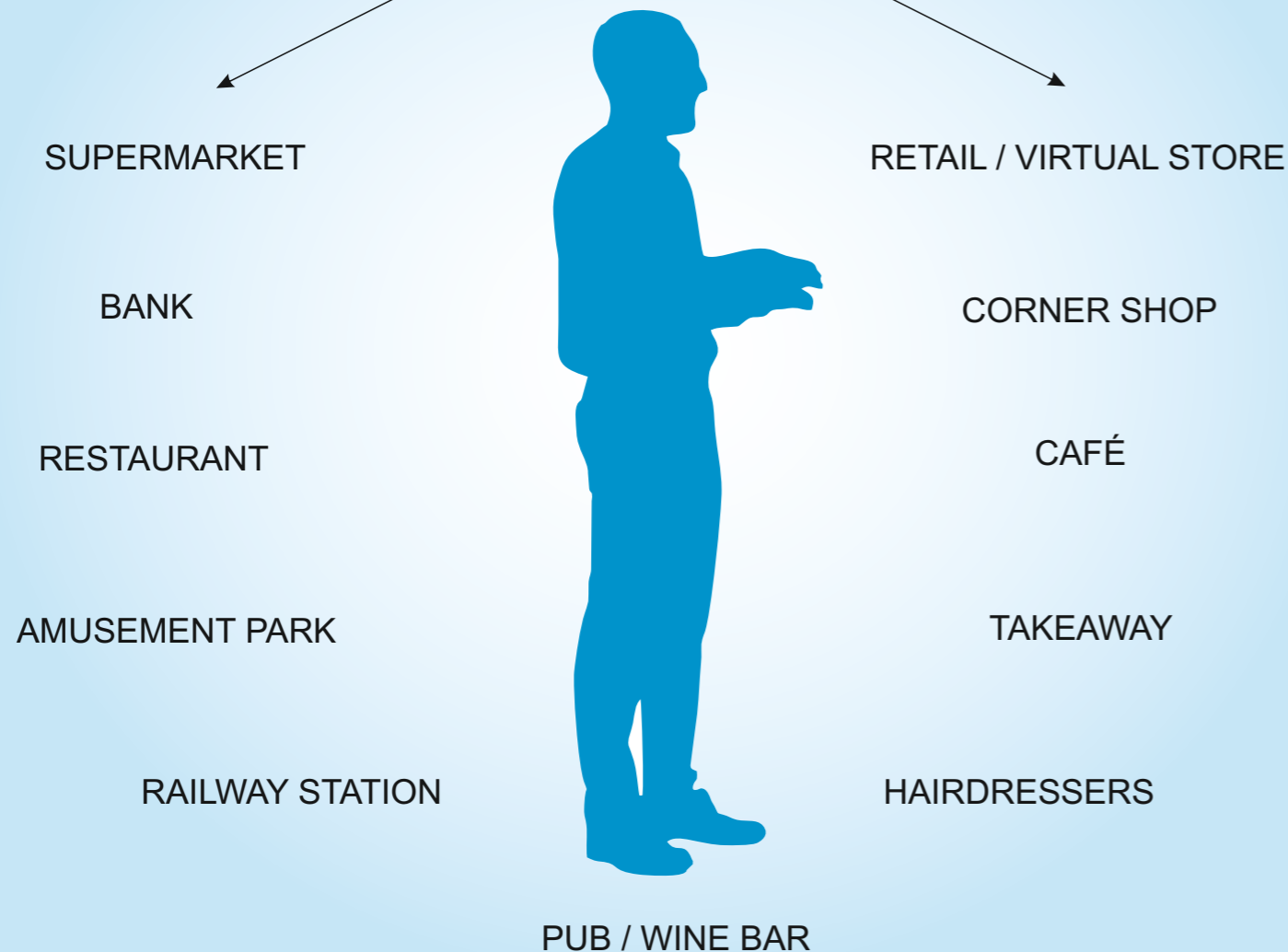


THE DIFFERENCE BETWEEN A CUSTOMER AND A CLIENT

CUSTOMER

BUYS A PRODUCT FROM A RETAILER / SHOP / ONLINE

HE / SHE VISITS



CLIENT

ENGAGES THE SERVICES OF A PROFESSIONAL e.g. CONSULTANT / ADVISOR



The relationship between a customer and a business, is not based on a contract. Customers are free to go to different suppliers / retailers, as they are not restricted by a contract.

The customer receives a generalised service, for example, service from an information desk / customer service desk / complaints desk. The customer does not receive an individualised 'service' from the company.

Customer complaints are normally dealt with through a dedicated complaints telephone number. If complaints are upheld, this results with the product being replaced or a money back guarantee.

The client signs a contract or agreement with a professional / company. A contract that describes the relationship and standard of services provided by the professional / company.

Can be a short term or long term contract / professional relationship. Clients receive personalised attention / service. This could be in terms of regular meetings / consultations / reports.

The company / professional, serves the client's best interests. A client normally has the right to complain, through the professional body associated with the company / professional, which can lead to sanctions, if the client complaint is upheld.