



INTRODUCTION TO THE LABOUR MARKET

Lectures 12-13. Project cooperation: customer - architect

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Erasmus+

2 CLIENT'S EXPECTATIONS TOWARDS THE ARCHITECT

Cooperation between a client and an architect is an opportunity to create a working relationship for years. Becoming aware of this opportunity is important because it allows you to organize the relationship at the beginning of the work, determine the scope of competences and the possibility of interference by the others. The effects of these arrangements may include a contract, it may also be just a handshake.

It is important not to limit ourselves to the dry relationship of business dependence. It will also allow you to find fields of divergent interests in advance and make efforts to minimize the damage in inevitable conflicts. Architects are also guided by professional rules regarding professional standards, which can sometimes be misunderstood by the client. The reason for misunderstanding is usually the lack of understanding of individual needs. Therefore, subsequent slides discuss the scope of work provided by the architect for the Client - Investor.

Source of lecture: <https://www.warsztatachitekta.pl/doc/klient/klient-architekta.pdf>

3 INVESTMENT PLANS AND THE SCOPE OF COOPERATION WITH THE ARCHITECT

01

Depending on the type, complexity and scope of the planned investment, the period of cooperation with an architect may differ. A complicated project requires a series of analyzes and, in particular, obtaining the necessary documents. These documents - their type and order of obtaining - should be defined by an architect based on their knowledge.

02

The client may themselves carry out this scope of duties - however, he should inform the architect about the results. Delegating to the architect all issues related to the client's plans removes the burden of overcoming some of the barriers and difficulties in dealing with the building authorities. On the other hand, it requires from the client to provide the architect with sometimes very confidential information related to, for example, the strategy of operation. Therefore, the work of the IARP Architect is covered by strictly defined ethical principles - **the ARCHITECT IARP CODE OF ETHICS.**

03

The IARP Architect client can be sure of the total security of the information entrusted to the architect. The IARP Architect is responsible not only for the client but also for the relevant bodies of the Chamber of Architects (**Professional Responsibilities Ombudsman**) on the proper performance of the duties entrusted to him. In a situation where the dispute can not be settled amicably, the Customer may ask them to resolve the dispute or submit a complaint.

4 STAGES AND TYPES OF ANALYSIS

Type of basic investments:

- construction: (of a new building)
- extension: (supplementing the existing facility by adding a new space, enlarging the outline of the building on the plot)
- superstructure: (supplementing an existing object by adding one or more storeys and increasing the height of the last existing storey)
- reconstruction: (changing the structure of the object: the size of the rooms, the structural layout, the appearance of the façade, without changing the cubature and contour of the building on the plot)
- change in the way of use: change of important functional parameters of the facility (eg payload, sanitary and hygienic parameters, fire, etc.)
- renovation: (changing the standard of the facility without performing the above-mentioned interventions)
- investments include both all types of buildings (designed or existing together with historic buildings) and space (public, private) or landscape.

The scope of the order was prepared on the basis of **the Architect's Architect's Acceptance Regulations**

STAGES AND TYPES OF ANALYSES

Types of Architect's services:

- area analysis (spatial and legal)
- building inventory
- preparation of analyses and studies (standard: functional analysis, conceptual design, above-standard: visualizations, mockup)
- preparation of a construction project and others in the necessary phases (see: Types of projects)
- author's supervision and supervision on the construction site
- conducting administrative procedures as part of the power of attorney received from the client

STAGES AND TYPES OF ANALYSES

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Types of projects that can be the subject of the order:

- conceptual design - contains preliminary design solutions, allows for the confrontation of a program designated by the client / investor - with terrain conditions and a local spatial development plan (MPZP). It creates the opportunity to choose the right version for further design work. Conceptual design can be accompanied by visualizations or mock-ups, however, these are non-standard studies and require explicit specification in the pre-contractual order.
- building permit design - (pb) is the only stage that requires the approval of the authority issuing the building permit. At the same time, it is the basis for the implementation of all other designs. This is the basic design, the contents and form of which have been defined by law. It serves primarily as an attachment to the application for obtaining a building permit. It contains drawings of building solutions, layout and installation layout.
- (...)

7 STAGES AND TYPES OF ANALYSES

Types of projects that can be the subject to a design order:

- tender design - is a design that refines details of the construction project and defines the exact technologies and parameters of materials and systems included in the construction project. It contains material specifications and a list of elements enabling the investor to announce tenders, and enter into negotiations to select a list of the most advantageous material and construction solutions, and then specify a list of materials and suppliers.
- executive detailed design - it contains all detailed solutions, in particular materials, constituting the basis for the preparation of cost estimates with the completion of works. The selection of materials used in the detailed design is made depending on the nature of the investment. The prepared documentation may contain variant solutions and may be used to prepare cost estimates and for the correct implementation and commissioning of the facility for use. Increasingly, the problem of ordering and providing an executive detailed design is the contractor's responsibility.
- technological project - it is prepared in the case of industrial investments (describes technological processes) or for complex room layouts in general construction buildings (eg food nodes: canteens, kitchens), etc.
- (...)

8 STAGES AND TYPES OF ANALYSES

Types of projects that can be the subject to an order:

- interior arrangement design - it serves to develop the possibilities and variants of the arrangement of fit-out (furniture, lighting, textiles, greenery, small elements of equipment) in order to show whether the function expected by the client will be fully implemented.
- interior design - usually created on the basis of a prepared design and arrangement. It contains detailed solutions for individual pieces of equipment, including relations between them, color schemes, lighting effects, used furniture, fabrics, small equipment, and greenery. Includes drawings of designed walls, ceilings, floor layout, colors and the exact type of materials used.
- as-built documentation - prepared to show all the important information about the works carried out, especially when in the construction process there were deviations from the approved detailed design. Then, this documentation is necessary for the procedure of putting the object into use because it also allows to qualify the introduced changes as irrelevant changes. In the case of significant changes, it is necessary to develop a replacement design in order to obtain a decision on changing the building permit.

9 DETERMINING THE SCOPE OF COOPERATION

01

Before starting cooperation with an architect, the client should agree if he does not order the detailed design - adding the above-described elaborations (all or some of them) to the construction project (which, of course, is connected with a higher remuneration for the project).

02

Determining these basic issues will help avoid misunderstandings and disputable situations, which usually take place during the period after the construction permit has been obtained and before the construction works commence.

10 STAGES OF COOPERATION

Each design stage should be supported by a report on estimated costs - this should be offered by the architect. The customer may refuse this proposal, however, the level of general investment costs is usually a determinant and a reference of the architect's relationship with the client during his work.

- Architectural analysis stage - development of a functional and spatial program (List of requirements, ideas and customer plans for the building, rooms and their layout in the planned building adapted by the architect to the surroundings and spatial conditions of the plot,
- Stage of formal activities and analyzes - providing formal and legal documents issued by public institutions: (administrative decisions regarding the location of the facility, extract and outline from the local spatial development plan, statements and decisions regarding access to the public road and the location of the road egress, statements and connection and supply decisions for utilities: water, collection of sewage, collection of rainwater, ensuring the efficiency of fire hydrants, collection of waste, electricity supply, gas supply, heating supply, environmental impact, conservation recommendations), assumptions for the application for issuing development conditions.

11 STAGES OF COOPERATION

- The stage of geodetic analysis - carried out on the basis of the provided map for design purposes developed by a land surveyor - the map should be ordered by the client, this task can also be commissioned to the architect
- Stage of geotechnical analysis - analysis of the preparation of necessary tests, determination of their course and scope. Analysis of the results and recommendations obtained.
- Concept stage - development of the concept (construction, reconstruction) of the project is to check the possibility of achieving the client's intentions. Often, only during conversations with the architect, the customer begins to think about the investment in the category of fulfilled dream and the use of possibilities. This stage is the most important of all stages of client's cooperation with an architect and it worth all the time spent on it. The concept is based on a map for design purposes, a functional and spatial program as well as formal and legal documents.

12 STAGES OF COOPERATION

- Design stage - preparation of a construction design is the development on a previously agreed concept in accordance with technical and construction regulations, provisions of the Local Spatial Development Plan or Building Conditions and the Polish Standard. The project is also agreed with the institutions issuing declarations and terms of utilities connection and supply, as well as with appraisers in case of complicated projects. The building permit design is an attachment to the application for a building permit and then to the received decision.
- The stage of obtaining a building permit - an additional service performed by an architect on behalf of the investor based on the power of attorney granted to him. A building permit - after obtaining the feasibility status - is the basis for starting the construction.
- The stage of the executive detailed project development of the previously prepared building permit project with detailed solutions for all elements of the structure: architectural details, reinforcement solutions and joining construction elements and material lists, course and solution of collisions between installations in the facility. The detailed design (together with the bill of quantities and the investor's cost estimate) is developed to achieve the effect of the project implementation exactly with the project assumptions. This stage, together with the interior design, should be the basis for the later construction.

13 STAGES OF COOPERATION

- Stage of construction - an architect is the person who, by participating in the construction, supports the customer with his knowledge, experience and general orientation in the issue. He can prompt, answer questions, and solve dilemmas that arise during construction. Architect's supervision and investor's supervision is not required in all projects, however, it is often necessary to implement the project in accordance with the principles of design.
- Stage of completion of the investment - Putting into use - the architect's participation together with the construction supervision inspector (depending on the size of the investment) and the construction manager in completing the application for obtaining a permit for use.



THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

- 1) LOCATION DOCUMENTS
- 2) PRE-DESIGN DOCUMENTS
- 3) CONSTRUCTION PROJECT
- 4) ARRANGEMENTS
- 5) EXCEPTIONS
- 6) BUILDING PERMIT
- 7) BEGINNING OF CONSTRUCTION
- 8) CHANGES IN THE DESIGN DURING CONSTRUCTION
- 9) COMPLETION
- 10) DURATION

15 THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

1. Location documents

The commencement of the investment process related to building construction, change of use and other investments must be preceded by:

- administrative decision on the conditions of building (wz) / determination of the location of the public investment investment (ulicp), which concerns the investment and related infrastructure. These decisions are issued for areas where the Local Spatial Development Plan is not applicable. Decisions referred to as “wz” or “ulicp” are issued by local self-government bodies (municipal offices). An application for the issuance of such a decision is prepared by the client (investor), however, due to the necessity of predicting all details of the investment at this stage, he should do so in cooperation with the architect. Therefore, the application for such a decision may be entrusted to the architect who in a proper way determine the parameters of the building and the data resulting from them.

- an extract from the local zoning plan, if such a plan has been adopted for the said plot. The customer can prepare the application for issuing an extract on their own. The waiting time for issuing an extract does not exceed 7 days. Local plans are widely available on the websites of cities and municipalities.

16 THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

2 Pre-design documents

They are divided into several groups. Documents from the first three (a /, b / c /) should be attached to the application for issuing building conditions (wz), while documents from d /, e / f / - groups are necessary before starting work on the construction project:

a) basic map (covering three times the width of the plot front)

cadastral map

an excerpt from the land and building registry

detailed information on the number of documents required can be found on the websites of local authorities

b) Technical documents related to the supply of media and communication Investment must be linked to existing technical infrastructure. Infrastructure authorities must approve utility connections and issue the terms of the connection or statement about the possibility of connection and possible supply of utilities: electricity; water; sanitary sewage and rainwater; gas; heating; and: access to the plot

c) Initial concept: the authority issuing wz and ulicp may require a sketch version of the concept - especially for spatially or locally difficult investments. This is not a good solution for applicants because at the initial stage it is difficult to predict the essential elements of the project and entered into the decision - they bind both the architect and the client. However, the lack of such a concept will result in an independent determination of parameters by the office.

17 THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

- d) Other documents necessary before starting the development of a construction project: Depending on the scope and complexity of the investment, they may include:
- decision on environmental conditions: when the investment belongs to a group that may affect the environment, investment information card or environmental impact report
 - permit related to the use of surface and underground waters (water permit);
 - conservation guidelines
 - decision on the location of the exit
- e) Map for project purposes - It is necessary to commission an authorized surveyor to prepare a map for design purposes - it takes about 1 month to prepare it with obtaining a geodetic documentation.
- f) Geological examination of the ground or geological and engineering examination: - determined by relevant regulations. They allow to obtain information about the structure of the ground, its carrying capacity, groundwater occurrence, sometimes soil contamination or occurrence of tectonic phenomena.

18 THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

3. Building permit design - Based on location and pre-design documents, the architect draws up a design based on the customer's requirements. The building permit design is an annex to the building permit decision and allows for the elimination of any third party claims. Therefore, it can not be fully used to implement investments, especially more complex investments. An executive detailed design should be developed for this purpose.

4. Arrangements - The building design is subject to consultations prior to its submission as an attachment to the application for a building permit. Depending on the function and complexity of the project, a design should be agreed with experts for fire protection, as well as occupational health and safety and work ergonomics. The development of the road egress is also subject to agreement with specialists. The technical infrastructure designed on the basis of the conditions or statements of the managing authorities must be agreed with those institutions. In addition, the designed infrastructure must be agreed with the Poviats Coordinating Team if it is outside the construction plot. Depending on the type of investment, you will also get:

- permission for conservation or reconciliation of the project with the Provincial Office for the Protection of Monuments;
- Exclusion of land from agricultural production - this applies to areas outside of cities;
- reconciliation of the road egress design;
- separate proceedings concern, for example, off-limit areas (army, railways);
- it is a practical rule for an architect to provide the customer with a complete list of necessary arrangements and keep records of the progress of work on obtaining further documents - this will create greater readability and give the client more complete knowledge of the procedures;

19 THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

5. Derogations or alternate solutions

Some projects, due to the inability to meet the requirements imposed by building regulations, must obtain a derogation from these provisions. Such derogation may be granted by the body which issued the regulations or indicated in these provisions. Obtaining derogation and can last up to 6 months. A separate mode is dedicated for new investments and another for superstructure, extension, reconstruction and change of use of an existing facility and requires the appraisers' expertise to be included in the application.

6. Building permit

After completing the previous steps, the customer may already submit an application for a building permit, attached with 4 copies of a building permit project containing all the above-mentioned documents and arrangements, and a statement on the right held to dispose of the property for construction purposes. The authority analyzes the submitted documentation regarding compliance with building regulations. The waiting time for issuing a building permit is 65 days if there are no shortcomings in the application or in the project documentation. Issuing a building permit decision requires obtaining a final clause - after about 2 weeks.

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7. Beginning of construction

On the basis of the final decision on the building permit, the investor applies for registration of the construction log - this is possible at the office that issued the building permit. The client - the investor hires a construction manager who completes the declaration on the acceptance of construction management duties. The form of the construction commencement declaration together with the manager's declaration and the construction log and the final decision on the building permit should be submitted 7 days before the commencement of construction in the relevant Poviats Construction Supervision Inspectorate. The construction supervision is carried out during the implementation of the investment, eg architect's supervision.

8. Changes in the project during construction

Changes made at the stage of investment implementation are divided into two groups:

- a) important changes - they refer, in general, to the size, purpose and location of the object on the plot. These changes should be preceded by a change of the building permit based on a replacement project developed by the architect. The list of significant changes is specified in art. 36a of the Building Law.
- b) irrelevant changes - other than the above. These changes should be supported by an entry in the construction log and the relevant drawings made by the architect.

21 THE SCOPE OF FORMAL AND LEGAL PROBLEMS (POLAND)

9. Completion of construction

The simplest investments end with a notification of construction completion based on the statement of the construction manager and without mandatory control. However, complex projects end with a permit to use (occupational permit) issued by the construction supervisory authorities, which is preceded by a control by the State Poviatic Sanitary Inspector and the State Fire Service. The use permit is issued in the form of a decision with a two-week period for its validation.

Apart from all formal matters, it is worth remembering that for an architect completing his project and starting to use the object it is a significant, important event in his/her professional life. It is a precious experience to see the relationship between the architect and the customer / investor withstand the construction time test.

Even critical yet constructive remarks given over coffee is valuable information for any architect who wants to draw practical conclusions from these comments.

22 INDIVIDUAL DESIGN VERSUS REPEATABLE PROJECT

An individual project - created by an architect from scratch, taking into account the aesthetic tastes of future residents, their needs or financial possibilities. It takes into account the dimensions imposed by the plot and is in accordance with the context of the surrounding space and the entries in the Local Plan or the decision on building conditions. Architect's work is not limited only to these general aspects of project work. Using its knowledge, skills, design experience, it also takes into account other factors such as the region in which it is created, the neighborhood of buildings, unusual plot shape, building sunlight, unusual hobby owners or other than the standard family life model. The architect takes into account the fact that building a house for the customer is also an externalization of his personality. The client introduces the architect to different areas of his life, allows him to shape the space of the future home based on individual preferences, needs and possibilities. It is not uncommon that the client discovers his actual needs only during conversations with the architect. It is extremely important and confirms the fact that the architect's profession has been described as a profession of public trust. Acceptance by the customer of accepted proposals completes the concept stage and the construction stage begins. All this takes time (from 3-6 months or more) and is reflected in the fee, which is higher than in recurring projects. The architect devotes time to identifying the needs and preparing individual solutions, and not, as in the case of repeatable projects, roll out the copies to resell.

23 INDIVIDUAL DESIGN VERSUS REPEATABLE PROJECT

A repeatable project - also called "typical", "ready-made" or "catalog" design - is sold by companies dealing in mass production. Such designs do not meet the requirements of the Building Law or the regulations on building permit designs. In this form, it can not be attached to the application for a building permit. The law does not regulate who can be the author of a design. The author has no obligation to have qualifications. Such projects are disseminated in the form of easily accessible catalogs.

The project is created for an unidentified, anonymous client, and when they are created, basic design practices are used, narrowed down to combine stereotypical solutions aimed at the statistical recipient. Adaptation consists in fitting a design to a given plot and urban conditions. It removes the responsibility for the project from the company that sold it to the designer who undertakes to adapt - not being an author but has the appropriate permissions for such adaptation.

The role of the designer adapting the repetitive design. On the basis of the map provided by the investor for the design purposes, the designer prepares a land development design (descriptive and drawing part). His role is to check all elements of the project for which he is responsible from now on: functional, formal, constructional and legal solutions. On the client's specific order, he may make minor changes to the project.

PARTICIPATION OF OTHER DESIGNERS

A building permit design and detailed design must be carried out as a multi-branch projects. This is due to the scale of problems and the need to adapt the proposed solutions to the requirements of legal regulations and the level of modern technical knowledge.

Building permit and executive detailed designs are developed by a team of engineers from the construction industry (structural solutions of the facility and technical expertise), sanitary (solutions for water supply, sanitary and rainwater drainage, central heating and hot water, gas installation, mechanical ventilation and air conditioning), electricity (electrical installation solutions), telecommunications, regulatory, road (solutions of internal parking spaces, access points and exits) and other more specialized installations necessary for more functionally complex investments.

In most cases, these specialists cooperate with an architect who each time selects the right team and coordinates his work.

Supervision is necessary to ensure the investment is carried out in accordance with the approved project.

Author's supervision is a practical way to ensure the quality of workmanship. It consists in undertaking (during construction) on-going, necessary decisions by the architect - the author of the design. The cost of such supervision should be determined by the contract and depends on the amount of time spent by the author at the construction site and - obviously - the costs of travel.

However, it can be expected that the fee for author's supervision will amount to 15-25% of the value of the project documentation. It is not obligatory unless required by the authority issuing the building permit. In another case, the architect undertakes supervision when such a request is made by the client. Author's supervision is a concept defined in the Building Law and is the official function of the author of the project at the construction site. It often results from the registration of the building permit decision or is the effect of the client's - investor's recommendations.

AUTHOR'S SUPERVISION

26 ARCHITECT'S SUPERVISION

This is a service that has been tried and tested in the EU countries and involves the coordination of the construction process in close co-operation with the construction manager and the inspector of investor's supervision.

An architect - the author of the project is the person who fully embraces the vision of the final effect and can therefore coordinate all stages of the construction process and the outcome of the investment.

Practice shows that such architect's role brings further benefits to the client.



27 THE COST OF ARCHITECT'S SERVICES

The cost of Architect's services is determined individually. Like all issues related to the sphere of finance - so these should be subject to the agreement preceded by negotiations. Without going into their specificity, it is worth dividing the scope of the architect's work to individual stages, distinguishing basic and above-standard elements.

The cost of providing the service stems from the degree of complexity and applicable legal status in this respect. The situation in which an architect presents the customer with a list of documents, decisions, arrangements and technical conditions - allows the customer to understand the appropriate scope of the task. This will facilitate negotiations on the amount and the client will be made aware of the appropriate scope of the tasks. In addition, there are fee tables developed by architectural institutions and organizations as well as ministerial decrees, which are the basis for negotiating the fee elements.

There is an exception - these are public investments that require a procedure to select a designer in a tender or a competition. Such an investor is also subject to the obligation to determine the estimated investment costs. The manner of their determination is described in the Ordinance of the Minister of Infrastructure of May 18, 2004: <http://isap.sejm.gov.pl/DetailsServlet?id=WDU20041301389?>

The regulation also provides ways to determine the costs of project documentation as a percentage of the value of the entire investment.

Architects work for two main groups of clients: individual and institutional investors.

The basic difference lies in the fact that both groups are subject to various administrative procedures concerning mainly: defining program needs, selecting contractors and managing financial resources. Unlike an institutional client who operates through its own investment services or through specialized substitute investors - the individual client does not have experience in working with an architect.

The most common reason for making contact with an architect is the prospect of investment related to the client's own needs: residential or commercial. Experience shows that the most frequent investor's expectation is to ensure a building permit.

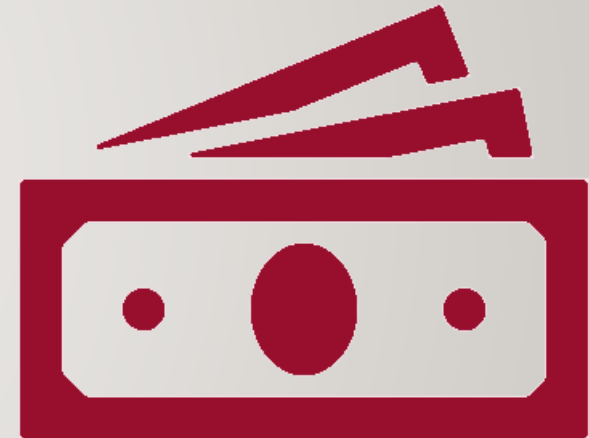
Such an assignment is detrimental to proper relationships. A building permit should be only a means to start further cooperation consisting in completing the project and putting it into use. At all these stages an architect can use his knowledge and experience.

TASKS OF THE INVESTOR

29 INVESTMENT BUDGET

The investment budget should be determined at the beginning of the conversation with the architect, however, during the progress of the project - development of the version - some departures from the assumed budget will naturally appear. The rational solution is to divide investments into smaller stages and strictly implement changes based on specific arrangements.

This is a way to assert whose initiative the changes took place upon and which corrections were made in the financial dimension. However, every public investment and more and more private ones are prepared and implemented on the basis of cost estimates prepared by a designer or specialized companies.



30 CONTRACT AND NEGOTIATIONS

The most important features of a contract for a design should be the following:

- definitions of terms appearing in the contract;
- precise specification of the subject of the contract
- clear division of responsibilities between the parties (especially in the development of a package of administrative tasks - providing the necessary documents);
- unambiguous determination of proceedings in case of exceeding deadlines both in obtaining formal documents and designs - unambiguous definition of the manner of submitting and accepting formal documents and designs
- unambiguous definition of financial matters, divided into stages and dates

At the same time, it is worth paying attention to the fact that making the payment of the fee dependent on the IARP architect obtaining the building permit is illegal, because the architect can not be expected to declare the responsibilities of the administrative bodies. In addition, there may be independent obstacles created by the investor (eg regarding the rights to dispose of the property) or from the authorities.

The only thing that an architect can commit to is to get approval of a building permit design. This is the decision of the same authority that also issues the building permit. Most often it is combined with the decision on the building permit, but the applicant may wish to obtain two separate decisions. Approval of a building permit design is a formal statement of the fact that both the application and the design itself are complete, thus the architect can take responsibility for it.

31 HOW TO KEEP THE CLIENT

The most proven method for customer retention is ... providing a design with the **highest quality and taking care** of a good relationship during its lifetime. **A satisfied customer is a returning customer** (and also recommending us to his friends!).

But what can we do to ensure that? The most popular way may be to **remind about yourself** during such occasions as Christmas, New Year or even the anniversary of the company. An eye-catching card, made by hand (showing, for example, our new sketches), presenting our new projects is a nice custom, and a great way to discreetly remind of our existence.

In the 21st century, of course, this custom is also worth implementing in electronic form - even group e-mails sent to the entire list of clients (remember, however, add their addresses in a hidden copy!).

It may also be a good idea to create a regular newsletter (sent via e-mail) showing our latest projects, projects in progress or interesting architectural news. For the client, such information can be interesting and useful, and above all, this will make you the first person to come to their mind if they need an architect.

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CUSTOMER RETENTION STRATEGIES

The easiest way to increase the number of customers is not to lose them!

The average business loses about 20 percent of its customers annually, simply by not participating in customer relations. In some industries this spill is as much as 80 percent. The cost in both cases is staggering, but few companies really understand the implications.

Imagine two companies that retain 90 percent of their clients and the other 80 percent. If both add new customers at a rate of 20 percent per year, the first will have a 10 percent net increase in customers per year, and the other will not have any. Within seven years the first company will double and the other will not have real growth.

Everything else is equal, and a 10% advantage in customer retention will double the number of customers every seven years without doing anything else.

See more: <https://marketingwisdom.com/strategies/retention-strategies>

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CUSTOMER RETENTION STRATEGIES

Bring back the “lost sheep”

There's little point in dedicating massive resources to generating new customers when 25-60% of your dormant customers will be receptive to your attempts to regenerate their business if you approach them the right way, with the right offer. Reactivating customers who already know you and your product is one of the easiest, quickest ways to increase your revenues. Re-contacting and reminding them of your existence, finding out why they're no longer buying, overcoming their objections and demonstrating that you still value and respect them will usually result in a tremendous bounty of sales and drastically increased revenues in a matter of days ... and will lead to some of your best and most loyal customers.

CUSTOMER RETENTION STRATEGIES

Frequent Communications Calendar

Avoid losing your customers by building relationships and keeping in touch using a rolling calendar of communications. This is a programmed sequence of letters, events, phone calls, “thank you’s”, special offers, follow-ups, magic moments, and cards or notes with a personal touch etc. that occur constantly and automatically at defined points in the pre-sales, sales and post-sales process. People not only respond to this positively, they really appreciate it because they feel valued and important. It acknowledges them, keeps them informed, offsets post-purchase doubts, reinforces the reason they’re doing business with you and makes them feel part of your business so that they want to come back again and again.

CUSTOMER RETENTION STRATEGIES

Extraordinary Customer Service

The never-ending pursuit of excellence to keep customers so satisfied that they tell others how well they were treated when doing business with you. Moving the service you deliver into the realm of the extraordinary by delivering higher-than-expected levels of service to each and every customer. Key facets include: dedication to customer satisfaction by every employee; providing immediate response; no buck passing; going above and beyond the call of duty; consistent on-time delivery; delivering what you promise before AND after the sale; a zero-defects and error-free-delivery process and recruiting outstanding people to deliver your customer service. Extraordinary service builds fortunes in repeat customers, whereas poor service will drive your customers to your competition.

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CUSTOMER RETENTION STRATEGIES

A courtesy system

A powerful system that improves interpersonal skills of the team and changes the spirit of the organization. It involves polite and courteous talking with colleagues, without sarcasm and parody, and treating them at least as good as you would like them to treat their clients. This will help your team feel valuable and important, which promotes pleasant social contacts at work. It also motivates them to provide a unique service, encourages them to be always happy in all their activities and to renew customer relationships in a warm, human and natural way. This results in better, warmer, stronger, more trustful relationships and longer customer ties.

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CUSTOMER RETENTION STRATEGIES

A service integrity

Long-term success and customer retention comes to those who do not take ethical shortcuts. There must always be total consistency between what you say and do and what your customers experience. The design, building quality, reliability and serviceability of your product or service must be of the standard your customers want, need and expect. Service integrity is also demonstrated by the way you handle the small things, as well as the large. Customers will be attracted to you if you are open and honest with them, care for them, take genuine interest in them, if you don't let them down and practice what you preach ... and they will avoid you if you don't.

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