



# THE AMBITIOUS CLIENT CHARTER

By Helen Embleton

It goes without saying that at AMBITIOUS, we are all committed to providing a top-notch service for clients. It's inherent in every one of us.

We don't just want to do a good job; we want to do a great one. And do it smart.

In this, The AMBITIOUS Client Charter, we set out our commitment to our clients to deliver the best possible service (call it a Service Level Agreement if you like, but a little more engaging!)

What's more, we share our thoughts on what we hope to expect from you - our client - to make our relationship not just work, but flourish.

Based around our core values, we explain WHAT we commit to, WHY it's important and HOW we will achieve this.

You can read more about how we live our values through our engagement with our people, environment and communities [here](#).

We put passion into everything we do. Tackling the challenge half-heartedly is not our thing.

While clients at AMBITIOUS will have a dedicated account team, they can expect to benefit from the experience ideas of the whole company.

At AMBITIOUS we will drive activity, always on the front foot. We know where the next result is coming from in whatever form that takes.

We will be responsive, proactive and ready to act.

## **We will:**

- ✓ Respond to your emails and calls within 24 hours, even if it's an acknowledgement of your request. We will give you a realistic timeline for delivery in your response.
- ✓ If you need to generate ideas for a client for a campaign, we will seek advice from people across our business and network with direct experience.
- ✓ You can rely on us to drive activity. It's on us to make things happen, We will be persistent, eager to get the job done and do it well.
- ✓ On time and good to go – being punctual is a given. We will be present, prepared and ready to go, always...
- ✓ A deadline is a deadline. But if we need to readjust, we will let you know in advance. We hope for the same from you.

All work is relationships. So, we put being human at the top of our priorities.

The relationship between AMBITIOUS and our clients should be a rewarding and mutually respectful one where both parties can pursue their business goals. This relationship is also underpinned by a shared commitment, between both parties, to the highest standards of responsible business behaviour. For us, this means adhering to the Good Business Charter's criteria and the CIPR Code of Conduct as a baseline.

We will treat our client contacts as individuals as well as a client business; being mindful of what drives them and how they prefer to work.

Before the relationship begins, a conversation will be had to agree:

- What the expectations are on both sides
- How success will be measured
- The processes by which the account will be run (how often will reports be sent, how will we communicate, who are the points of contact etc)

Communication is a two-way stream. Our relationship should be one of partnership and collaboration where we are both pulling in the same direction to reach a common goal. We need our clients to be responsive to and open with us. We will need your time. Sometimes it will feel demanding, but it won't always be like that. And it will be worth it.

As our client, please treat us as an extension of your team. Give us context, share your success and challenges. The more we are involved, the greater impact we can have.

## **We will:**

- ✓ Take time to understand WHO you are and how we can best work with you.
- ✓ Invest time in to 'onboard' our clients, getting to know individuals and the business needs.

In our business it's always personal. We are accountable for our own actions and the actions of our team.

Should you, our client, feel that we have not reached the standards you expect, we welcome open, honest and frank dialogue. There will always be an open door to the senior members of our team.

We will respond in a timely manner to a brief using the best of AMBITIOUS skills and experience. Where there is a job to be done, the member of the team with the most appropriate experience takes it on.

We will plan work to fit our client's needs and expectations. Each proposal will be well planned, delivering activities which can be exploited through several channels (for best value) and be realistic in scope (for AMBITIOUS and the client).

In this business, the hard work comes up front. Results will follow but it takes time. We will set expectations from the off and ask for your patience while we mobilise the project.

AMBITIOUS proposals will fit the budget outlined by the client but will offer further options should budget be available.

All members of the AMBITIOUS account team will keep a record of time spent on your activity to offer our business and yours, transparency.

## We will:

- ✓ Create a comprehensive plan of activity at the outset of a project or at account kick off stage.
- ✓ Ensure every team member understands their role and responsibility for the project and that our client does too.
- ✓ We will present our results to you against the original aims and plan of activity and KPIs
- ✓ Hold formal quarterly review meetings involving a director of the business. We are all invested in successful outcomes.

To give clients a competitive advantage, we need to move fast and think on our feet.

If we know of a person or company who can support our client, we will make an introduction. Connections are an important part of what we do, and we will make them where it adds value now or in the future.

If we can think of a better way to do something, we will do it and share the learning.



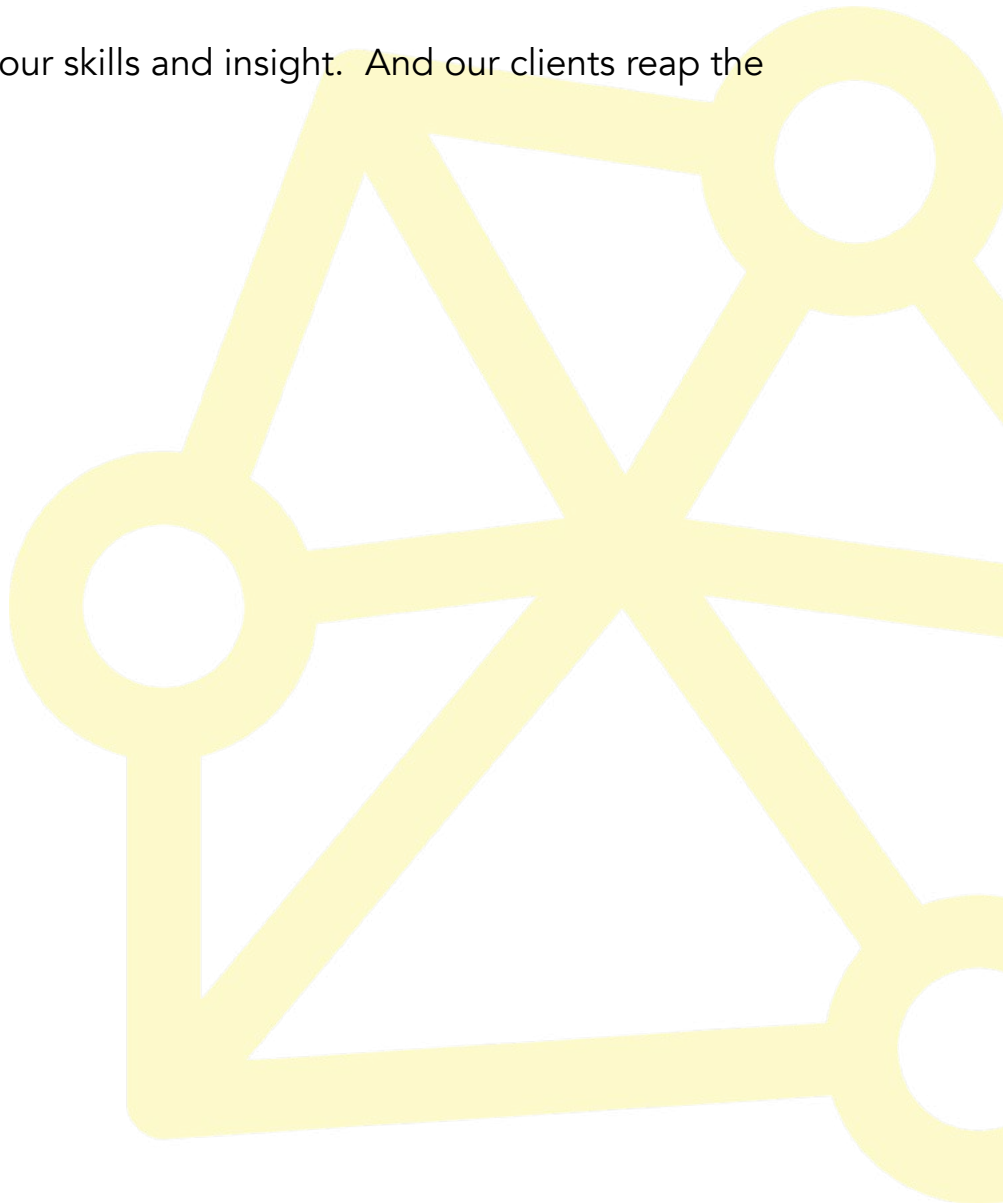
At AMBITIOUS we value the time of our people, our suppliers and our clients.

We will work with our clients to establish the most efficient way of delivering a project, even where it means the client may undertake some of the work in-house.

We will work with client partner agencies co-operatively and constructively to deliver the best outcome for you.

We will endeavour to deliver work on time and to brief, always aim for 'right first time'. All work will be proofed/sense checked by at least one other team member before it is sent to the client.

As a team, we share our skills and insight. And our clients reap the benefits.



It's always right to do the right thing.

The ability to act with honesty and integrity underpins everything we do. The truth matters.

At AMBITIOUS, we will always aim to deliver the best possible result for the client – sharing learnings along the way.

We encourage transparency where we can. This includes when things go well and when they fall below expectations. In the case of the latter, it is our responsibility to offer an alternative route to success.

Irrespective of which member of the AMBITIOUS team you work with, you can trust that your experience will be consistent, and consistently good. And if your usual contact is on holiday, we will ensure continuity with the back up of the wider team.

At AMBITIOUS, we will be prepared to challenge a brief and offer open and honest counsel where we believe the activity will not support the client's objectives.

We will be open with you if we believe that a request made of us is unreasonable, unethical or unrealistic.

At AMBITIOUS we will always be transparent with regards to budget spent, whether there is under spend or the potential for overspend. Notice will always be given, and your agreement secured before exceeding a set budget.

All members of the AMBITIOUS client team and the client themselves should have sight of a Work in Progress document showing the status of activities at any given time. This gives the team lead and client confidence in delivery and provides a focus for the team.





Helen Embleton | [helen@ambitiouspr.co.uk](mailto:helen@ambitiouspr.co.uk)

0117 905 1177

@AmbitiousPR | [www.ambitiouspr.co.uk](http://www.ambitiouspr.co.uk)