

# SOMETIMES PICKING UP THE PHONE IS BEST

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As well as the serious health implications it has caused to date, COVID-19 has significantly impacted business practice as we knew it, one of the most notable being the way in which we interact with our clients.

There are probably few of us who didn't get to grips with video calls in the early stages of this year, whether for business purposes or for staying in contact with family. In fact, Zoom reported an astonishing 2,000% growth in users from less than 700,000 in January to 13 million by April, as the whole world moved to video calls.

But what has also been an interesting development is remembering that just because we have more apps and technologies at our fingertips, it doesn't always mean that we need to use them. Increasingly, we've found that many of our clients based around the world simply want a traditional phone call. It's a good reminder that client service is about what they need and want from you, not just what you want to give.

## ENGAGEMENT HAS CHANGED

And even the nature of our phone calls has changed. In the past, when we were able to travel freely, we would keep our face-to-face meetings for the personal interaction - and our phone calls were often to mainly update our clients on their portfolios. It has been fascinating to see how these calls have changed. At the moment, most of the conversations are centred on how we are faring personally, and how we're tackling the covid situation as a company, with

the market updates proving to be less relevant in this current environment. In fact, a reassuring message that everything is fine and their money is safe is really all they - and any of us - want to know.

One positive trend we have noted as a result of the pandemic, is that we've found ourselves actually increasing our level of contact with clients even further as we share in this evolving situation. Perhaps in tandem with that, our clients have also begun to ask more of us too. Whether it be settling tax liabilities or facilitating other large transactions, we were able to facilitate additional liquidity on very short notice. That speed in both response and delivery is a crucial part of best practice.

## SO, IN SUMMARY

There is no doubt that we build personal relationships with our clients and nothing can ever truly replace that; but we are all in the same boat with this crisis. Yes, overall efficiency has improved as business travel has been curtailed but it's still about a bespoke approach to business, and in the end, it all comes down to the clients' needs.



**RENÉ MARTY**  
CEO OF REYL OVERSEAS

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