

# Another 'Quality Service 1st' for Stafford Law Firm

**Nowell Meller Solicitors proudly introduce their Client Care TV system.**

Stafford solicitors, Nowell Meller, pride themselves on their commitment to improving all aspects of their service. The introduction of Client Care TV to their waiting room is their most recent strategy in continuing to provide the caring service they have become renowned for in the local community and business world.

Broadcasting from a widescreen LCD they are able to showcase the full range of services they have to offer, directly to their clients whilst they wait. The professional film presentation, produced by Turner & Wagstaff Associates of Blackpool, allows Nowell Meller to direct both new and existing clients to the departments and individuals best placed to assist with their needs.

The eye catching format of the broadcast presentation is easy to watch and understand. It is designed to be informative and helpful, meeting the needs of the client in a new but familiar way.

A welcome change to the usual 'waiting room experience'.



*Steve Kirwan of Nowell Meller pictured with Jonathon Wagstaff at the official 'switch on'.*

The film presentation will also be circulated in interactive DVD format for circulation to clients and business associates as well as to new enquirers, enabling Nowell Meller to reach beyond the waiting room and inform their clients in their home and workplace.

The DVD is presented in a smart wallet which can be kept for future reference.

*"We were very keen to introduce this presentation as we wanted to make sure that our existing clients, business contacts and staff all properly understand our full range of services and have an opportunity to get a feel for our approach and customer focus, which we believe differentiates us from many of our competitors. Although we were initially a little apprehensive at the idea, it is pleasing to see that the presentation is already attracting positive comments from the clients who visit us and that this is making their waiting experience a more pleasurable one"*

*Steve Kirwan, Managing Director*

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