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Treat clients with respect at all times. Be patient with a client's questions -- they didn't go to law school and they want to fully understand what is going on, and what their options are. Keep them informed about what is going on in their case. Return their call or respond to their email in a timely manner.

Be friendly. The most important rule in providing excellent customer service is to be friendly. Try to greet customers with a smile and always be courteous and respectful. Be proactive by paying attention to the customer's needs and offering help or rec-

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