

# Fictitious CRITICAL CLIENT ALERT

*CFU Critical Client Alerts are issued as needed within 24 hours of a client interview when a client is having a problem that is negatively impacting the project and their relationship with you.*

CLIENT: PZNG, Inc.  
CLIENT CONTACT: Alfred Johansen  
PROJECT NUMBER: 6013.331  
PROJECT MANAGER: Janet Semonski

## **CLIENT'S CONCERNS:**

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During the 50% project complete interview the client voiced frustration that it has become too challenging working with FF. The quality of the work remains high but response times to calls and emails have slowed down significantly, it is hard to reach the PM, and errors in submittals are of concern. The board is frustrated and is suggesting that other firms be considered for Phase 2.

Phase 2 begins in 8 months. The contact said that FF needs to greatly improve their client service on this project to regain the board's confidence. It would be a good idea to give a status report to the board that includes the changes that will be made to ensure better timeliness, service, and accuracy going forward.