

Client Service Excellence Toolkit



PUBLIC RELATIONS CONSULTANTS
ASSOCIATION OF INDIA

A Standardisation Initiative by the
Public Relations Consultants Association of India

2026 Edition

How to Use This Toolkit

This toolkit is designed for PR consultancy founders and leaders — whether you are a 5-person startup or a 50-person mid-sized firm that grew without formal systems. Every section provides ready-to-use templates, checklists, and frameworks you can adopt immediately.



ESSENTIALS

Start Here

The 8-10 templates every agency needs from Day 1: MSA, SOW, Invoice, Onboarding Checklist, SLA, MoM, WIP Report, Scope Change Form



GROWTH STAGE

15+ People / 8+ Clients

Team resourcing & RACI, Quarterly Reviews, Knowledge Management, Client Health Scorecard, Content Calendars



PROFESSIONAL

Mature Operations

Digital Dashboards, L&D Frameworks, Service Recovery Protocols, Client Feedback/NPS Systems, AI Policy

Toolkit Overview

01



Client Onboarding

Contracts, SOWs, Orientation, Expectations Setting

02



Account Management Best Practices

MoM, WIP, Reviews, Events, Press Releases, Media Monitoring, Handover

03



Financial Best Practices

Invoicing, Pricing, Rate Cards, Profitability, Payment Protocols

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HR Best Practices

Team Structure, Client Introductions, Change Protocols, L&D

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GenAI — Usage, Accountability & Safeguards

Confidentiality, Plagiarism, Disclosure, Accountability Framework

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Additional Best Practices

Client Health, Pitch-to-Service, DPDP Act, Maturity Model

01

Client Onboarding

Getting the relationship right from Day 1

Contracts • SOWs • Addendums • Orientation • Expectations

Contracting Framework

Understand how the contract documents relate to each other — this hierarchy is the legal backbone of your client relationship.



Red Flags in Client Contracts

Watch for: unlimited revision clauses • IP assignment without compensation • 30-day termination with no reciprocal notice • vague scope definitions that invite creep • no payment timeline or penalty for late payment • missing confidentiality/NDA terms • no mention of approval workflows

MSA & Contract Essentials

A contract above INR 2 lakhs should be executed on INR 100 Stamp Paper. Contracts should be signed at least one week before the start date.

Scope & Deliverables

Clear definition of services, exclusions, and deliverable formats

IP & Ownership

Who owns creative work, right to showcase in agency portfolio (with consent)

Term & Termination

Duration, renewal terms, exit clause with minimum 60-90 day notice (mutual)

DPDP Act Compliance

Data protection obligations, consent mechanisms, breach notification protocol

Fees & Payment

Retainer amount, payment schedule (Net-15/Net-30), late payment penalties

Liability & Indemnity

Liability caps, indemnification terms, force majeure clause

Confidentiality & NDA

Mutual NDA, definition of confidential information, survival period post-contract

Non-Solicitation

Restriction on hiring each other's employees during and post-contract

SOW Types & What Each Must Include

Media Relations SOW

Strategic media relations
Media list development
Press release management
Journalist engagement
Coverage reporting & analysis

Integrated SOW

Corporate reputation
Stakeholder engagement
Content development
Digital + offline integration
Leadership positioning

Digital SOW

Social media management
Content calendar
Community management
Digital campaigns
Analytics & reporting

Crisis / Issues SOW

Crisis manual development
Holding statements
Media monitoring (24/7)
Spokesperson prep
Post-crisis analysis

Every SOW Must Include

Business objectives & communication goals • Detailed deliverables with formats • KPIs and measurement criteria • Team allocation (names and roles) • Timeline with milestones • Budget breakdown by activity • Approval workflow and turnaround times • Client-side responsibilities and access requirements • Internal sales order reference number for financial tracking

Client Onboarding & Orientation

A structured onboarding prevents misaligned expectations — the #1 cause of client churn in PR.

Internal Kick-Off

- Team identification & Project Lead assignment
- SME inclusion from integrated/specialist groups
- Review available client information
- Prepare questions: business, reputation, competitors, environment
- Assign internal sales order reference number
- Prepare Client Budget Tracker for profitability analysis
- Prepare Induction Manual within 10 days

External Kick-Off (with Client)

- Senior leader introduces the agency & team
- Client overview of business & communication needs
- Discussion of prepared questions
- Agree on communication channels & meeting cadence
- Set dates for Strategy Session & Expectations Meeting
- Obtain brand guidelines, past campaigns, competitor data
- Share team roles & accountability structure

Expectations Meeting & Ways of Working Charter

Conducted by a senior member NOT working on the account. The session takes 2-3 hours and documents mutual expectations.

Expectations Meeting

- Identify client's communication style & preferences
- Agree on success metrics beyond media coverage
- Document decision-making hierarchy on client side
- Understand budget flexibility and approval thresholds
- Discuss crisis communication protocol
- **Timeline: within 45 days of onboarding**

Ways of Working Charter

- Agreed working hours & after-hours boundaries
- Weekend/holiday engagement norms
- Crisis escalation process & POSH awareness
- Communication channels (email/WhatsApp/Slack)
- Response time expectations by request type
- **Meeting cadence: Weekly WIP, Monthly Review, QBR**

Documents to Prepare: Client Expectations Document • Ways of Working Charter • Stakeholder Map • Communication Matrix

Scope Change Management

No work outside SOW without a signed Change Request or Addendum. Use the decision flowchart: Is it in scope? → If No → Estimate effort & cost → Get client sign-off → Issue addendum → Update budget tracker.

02

Account Management Best Practices

Running the account like a well-oiled machine

MoM • WIP • Reviews • Events • Press Releases • Media Monitoring • Handover

Minutes of Meetings & WIP Reports

Minutes of Meetings (MoM)

- Date, attendees, agenda covered
- Key discussion points & decisions made
- Action items with owner & deadline
- Open issues / parking lot items
- Next meeting date & agenda preview
- **Circulate within 24 hours of the meeting**
- **Client signs off on MoM for alignment**

⚡ AI Tip: Use Otter.ai, Fireflies.ai, or MS Teams Transcription to auto-capture. Use this template to structure & share.

Work in Progress (WIP) Report

- Activity / deliverable description
- Status: RAG flagging (Red/Amber/Green)
- Owner & deadline
- Blockers & dependencies
- Next steps & upcoming priorities
- **Discuss plan progress, not just activity updates**
- **Weekly WIP calls are mandatory**

⚡ AI Tip: Use Asana, Monday.com, or ClickUp to auto-populate WIP status. Export to client-ready format weekly.

WIP calls should be platforms for strategic discussion — what's working, what's not, new opportunities — not mechanical activity updates.

Quarterly Planning & Review Cycle

Quarterly Plan Template

- Aligned to SOW objectives and annual strategy
- Key activities, tactics, and campaigns for the quarter
- Ownership matrix: who does what by when
- Budget allocation per activity
- KPIs and measurement goals
- **Plans reviewed by senior lead before client presentation**

Quarterly Review Template

- Achievement vs. planned objectives (quantified)
- Outcomes beyond media output: reputation, business impact
- Issues faced and how they were resolved
- Client feedback & satisfaction indicators
- Recommendations for next quarter
- **Quarter reviews within 10 days of quarter close**

Content Calendar (Digital)

Monthly and quarterly views • Platform-wise content mapping (LinkedIn, X, Instagram, etc.) • Content pillars aligned to brand strategy • Approval workflow with turnaround times built in • Hashtag strategy and engagement benchmarks • Integrate with scheduling tools like Hootsuite or Buffer

Review Rhythm: Weekly WIP → Monthly Internal Review (CEO) → Quarterly Client Review → Annual Strategy Review

Managing Events — Checklist & Process

Press Conferences • Media Briefings • Round Tables • Product Launches • Road Shows

PREPARATION

Develop activity plan with checklist
Vendors from approved list; share with Finance 1 week prior for rate negotiation
Save-the-date sent to invitees
Invitations approved & sent 10 days before
Stringers given 5-day heads-up
Press kit prepared 1 week before
Venue logistics confirmed

EXECUTION

Thorough follow-up on invites
Reconfirm all attendees on eve of event
SMS to invitees & photographers on event morning
Confirmation report shared with client
Team at venue 4 hours before event
Personally engage all attendees
Manage media registrations

REPORTING

Follow media monitoring process
First report: evening/night of event
Detailed report: next morning
Erroneous reports corrected immediately
Post-event document within 3 working days
Coverage analysis with reach & impact
Social media amplification of coverage

Documents: Press Kit • Activity Plan • Event Checklist • Coverage Report • Post-Event Document

Managing Press Releases

PREPARATION

Brief covering 5Ws and 1H
First draft reviewed by senior lead
Include social media posts with release
Final draft proofread & client-approved
Up-to-date media lists prepared
For listed companies: stock exchange approval before dissemination
Newswire setup if applicable (PR Newswire, Business Wire, India Newswire)

EXECUTION

Disseminate on agreed date/time
Embargoed releases: signed embargo letters before sharing
Media follow-ups: discuss importance of announcement
Late evening releases: SMS to key media
Personalised pitches to tier-1 journalists
Do NOT mass-blast without personalisation
Track delivery and open rates if using newswire

REPORTING

Follow-up status report by end of business on dissemination day
First coverage report: same evening/night
Detailed report: next morning
Erroneous reports corrected immediately
Coverage analysis with impact assessment
Social media amplification plan
All coverage saved and archived

Journalist Follow-Up Etiquette

Personalise every follow-up — reference the journalist's beat and why the story matters to their readers. Limit follow-ups to 2 per story (email + one call). Respect stated preferences for contact method. Never follow up on weekends unless crisis. If a journalist declines, accept gracefully — the relationship matters more than one story. Always offer exclusives/embargoes to build trust with key media.

Media Monitoring, Listening & Dashboards

Daily Monitoring

Track newspapers, online, social, broadcast for client, industry & competitor news

Monitor starts 9 AM daily
Sent to client by 10 AM
Key stories flagged via call + email with detailed analysis
Saturday/Sunday news monitored Monday
All monitors archived (Google Drive / SharePoint)

Social Listening

Real-time tracking of brand mentions, sentiment, share of voice

Competitor benchmarking
Influencer identification
Crisis early-warning signals
Trend spotting for proactive pitching
Weekly summary with insights, not just data

Client Dashboards

Visual, data-driven reporting for clients:

Media coverage tracker (volume & quality)
Sentiment analysis trends
Share of Voice vs. competitors
Social engagement metrics
Message pull-through rates
Monthly / quarterly dashboard updates

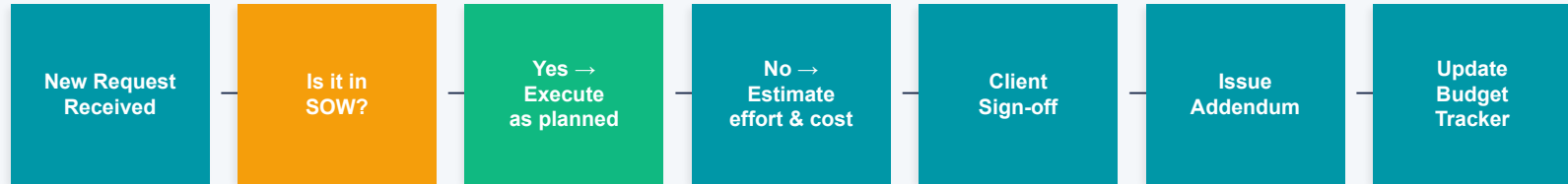
Recommended Tools

Media Monitoring: Meltwater, Wizikey, Isentia, NewsWhip • Social Listening: Sprinklr, Brandwatch, Hootsuite • Dashboards: Google Data Studio, Power BI, Sprinklr • Alerts: Google Alerts (free), Talkwalker Alerts (free)

Documents: Keywords Document • Email Distribution List • Media Monitor Format • Dashboard Template • Stakeholder Relationship Tracker

Scope Change Management & Service Recovery

Scope Change Decision Flow



No additional/unplanned work without documented approval. Protect your profitability and your team's bandwidth.

Service Recovery Protocol — When Things Go Wrong

ACKNOWLEDGE

Own the issue immediately. Inform the client before they discover it.

INVESTIGATE

Root-cause analysis. What happened, why, and who was involved.

RESOLVE

Fix the issue. Propose corrective action & timeline to client.

FOLLOW UP

Confirm resolution. Update internal processes to prevent recurrence.

Client Handover Protocol (Exit / Contract Closure)

A professional exit protects your reputation and keeps the door open for future work.

Documentation Handover

All campaign reports, media lists, creative assets, brand guidelines, passwords/credentials, analytics access — compiled and organised

Final Reporting

Comprehensive end-of-engagement report: what was achieved, key metrics, learnings, recommendations for successor agency

Archival

Complete project archive: plans, MoMs, coverage reports, creative files, financial records. Stored per Knowledge Management standards

Credential Transfer

All social media credentials, tool access, vendor contacts, and third-party contracts formally transferred

Pending Work

Status of all work-in-progress, deliverables owed, open commitments. Clear timeline for completion or hand-off

Closure Meeting

Professional meeting with client leadership to review the engagement, gather feedback, and maintain the relationship

Knowledge Management: All documentation archived per PRCAI standards. Handover completed within 15 working days of contract closure notice.

03

Financial Best Practices

Getting paid fairly, on time, every time

Invoicing • Pricing • Rate Cards • Profitability • Payment Protocols

Invoice Standards & Types

Retainer Invoice

- Fixed monthly fee
- Raised on 1st of each month
- Net-15 or Net-30 payment terms
- GST included
- Sales order reference mandatory

Out-of-Pocket (OOP)


- Mark-up policy (industry norm: 10-15%)
- Client pre-approval workflow required
- All supporting bills attached
- Legible receipts mandatory
- Submit within 1 week of expense

Project Invoice

- Milestone-based or on completion
- Linked to SOW deliverables
- PO number on invoice
- GST included
- Submit within 1 week of completion

Third-Party (Influencers, KOLs, Vendors)

- Pass-through vs. managed billing
- Vendor from approved list
- Purchase requisition BEFORE activity
- PO number on vendor invoice
- Never process after-the-fact

 Automate with: Zoho Invoice, QuickBooks, FreshBooks, or Razorpay for recurring retainer invoices, payment reminders, and overdue tracking.

Pricing Models & Rate Card Framework

Model	Best For	Pros	Risks
Monthly Retainer	Ongoing relationships	Predictable revenue, deeper engagement	Scope creep if SOW is vague
Project-Based	Defined campaigns, events	Clear deliverables, easier scoping	Revenue gaps between projects
Performance-Based	Measurable outcomes	Aligns agency-client incentives	PR outcomes not always controllable
Hybrid	Complex accounts	Base retainer + performance bonus	Complex tracking & reconciliation

Rate Card Builder — How to Price Your Services

- Step 1: Calculate fully loaded cost per team member (salary + benefits + overheads)
- Step 2: Determine billable hours per month (typically 70-75% of total hours)
- Step 3: Apply target margin (industry benchmark: 25-35% for healthy agencies)
- Step 4: Derive hourly/day rate per designation level
- Step 5: Build retainer packages by bundling hours across designation levels
- Step 6: Review quarterly — adjust for inflation, experience growth, and market rates

Profitability Health Check

Run quarterly:
Are your accounts profitable after time, scope creep, and unbilled work?

Payment Terms & Collections Protocol

Normalise the money conversation. Clear payment terms protect the agency AND the relationship.

Day 0	Invoice raised with PO/Sales Order reference
Day 15/30	Payment due per contract terms (Net-15 or Net-30)
Day 31	Automated reminder via accounting tool
Day 45	Account Manager follows up with client finance team
Day 60	Senior leadership escalation; written notice sent
Day 75+	Services paused until payment received (per MSA clause)

All expense claims require a Sales Order reference number — no exceptions. Bills must be submitted within 1 week of expense.

04

HR Best Practices

Your team IS your product — manage them like it

Team Structure • Client Introductions • Change Protocols • L&D

Team Structure, Profiles & RACI

Sample Team Structures by Agency Size

5-Person Agency

15-Person Agency

30+ Person Agency

Team Servicing Profile

- Format presented during pitches, kept updated
- Name, designation, role on account, years of experience
- Client-facing bio and relevant sector expertise
- Availability / allocation percentage

RACI Matrix (per Account)

- R = Responsible (does the work)
- A = Accountable (signs off)
- C = Consulted (provides input)
- I = Informed (kept in loop)

Resource Allocation: Monitor team bandwidth across accounts. Flag overloading early. Use tools like Asana or Monday.com to visualise workload distribution.

Team Changes & Client Communication Protocol

The client should NEVER learn about a team change from LinkedIn before they hear it from you.

First-Time Client Introduction

- Structured introduction meeting (not just an email)
- Share team member's background & relevant experience
- Define their role and responsibilities on the account
- Set expectations for availability and response times
- Senior leader facilitates the introduction

When a Team Member Exits

- Internal: Knowledge transfer checklist & handover timeline
- **Notify client BEFORE the change happens**
- Provide replacement introduction with overlap period
- Use client notification template (timing, messaging)
- **This is the consultancy's accountability, not optional**

Learning & Development Framework

For clients above a threshold budget, allocate L&D hours for the servicing team. Recommended development areas: media training, industry deep-dives, digital tools, writing skills, crisis simulation, GenAI upskilling. Communicate L&D investments to clients — it demonstrates commitment to quality.

Founder's Time Audit: Track weekly how much time goes into delivery vs. business-building. If >70% is delivery, you're trapped in the operator role.

05

GenAI — Usage, Accountability & Safeguards

Powerful tools demand responsible use

Confidentiality • Plagiarism • Disclosure • Accountability • PRCAI AI Guidelines

What GenAI Can Do for Your Agency

A 10-person agency with smart AI workflows can deliver the operational rigour of a 30-person agency.

Use Case	Tools	How It Helps
MoM & Transcription	Otter.ai, Fireflies.ai, MS Teams, Zoom AI Companion	Auto-capture meetings; use toolkit template to structure & share
Content Drafting	ChatGPT, Claude, Jasper, Google Gemini	First drafts of press releases, bylines, social copy, pitches
Media Monitoring	Meltwater, Wizikey, Isentia, NewsWhip	Automated daily monitoring, sentiment analysis, competitor tracking
Social Listening	Sprinklr, Brandwatch, Hootsuite	Real-time brand tracking, trend spotting, crisis early warnings
SOW & Plan Drafting	ChatGPT, Claude, Google Gemini	First-pass SOWs and quarterly plans from briefs and pitch decks
Dashboards & Reporting	Google Data Studio, Power BI, Sprinklr	Auto-populated dashboards for client reporting
Project Management	Asana, Monday.com, ClickUp, Trello	WIP tracking, task assignment, workload visibility
Invoicing & Finance	Zoho Invoice, QuickBooks, FreshBooks	Automated recurring invoices, payment reminders, overdue alerts

Tool references are illustrative and not endorsements by PRCAI. Evaluate tools based on data privacy policies, pricing, and suitability.

The Red Lines — Client Confidentiality & AI



Never Upload Confidential Client Data

Client strategies, financials, embargoed announcements, internal documents, unpublished research — NEVER into public/free-tier AI tools without explicit written client consent. This includes ChatGPT free tier, free Gemini, and any tool without enterprise data protection.

Understand Data Retention Policies

Many free AI tools use your inputs to train their models. Your client's confidential brief could end up in another user's output. Always verify: Does the tool retain inputs? Does it train on your data? Use enterprise/paid tiers with data privacy guarantees.

NDA's Cover AI Usage

If your NDA says 'don't share confidential information with third parties,' an AI platform IS a third party. Treat every AI tool as an external vendor when handling client data. When in doubt, anonymise all data before inputting.

Establish an Internal AI Usage Policy

Specify which tools are approved, which data classification levels can be inputted (public, internal, confidential, restricted), and who authorises exceptions. Make this part of employee onboarding.

See also: *PRCAI AI Guidelines for PR Consultancies (Guideline 3, Client-Consultancy Partnership Charter)*

Plagiarism, Originality & Intellectual Property

AI Content is NOT Original

It is synthesised from training data. There is always a risk of unintentional plagiarism, especially in thought leadership, bylines, and client-facing content. Never present AI output as wholly original creative work.

Mandatory Human Review

ALL AI-generated copy must be reviewed, fact-checked, and substantially edited by a human before client delivery. AI drafts; humans decide. No exceptions.

Plagiarism Checking

Run AI-generated content through plagiarism checkers (Copyscape, Turnitin, Grammarly) before publishing. This is non-negotiable for bylines, thought leadership, and press releases.

IP Ownership is Legally Grey

IP ownership of AI-generated content is still evolving in Indian law. Do not represent AI-generated work as wholly original creative output without disclosure. Clarify IP terms in your MSA.

Image Generation Risks

Tools like Midjourney, DALL-E, and Adobe Firefly carry additional copyright risks. Use with extreme caution for client work. Always verify rights and usage terms before publishing.

Disclosure, Transparency & Accountability

When to Disclose AI Usage

ALWAYS disclose for:

- Content creation (press releases, bylines, blogs)
- Thought leadership and strategic recommendations
- Client-facing reports and analysis

NOT necessarily for:

- Internal productivity (MoMs, WIP, scheduling)
- Research and competitive analysis (internal use)

Accountability Framework

AI doesn't take accountability — your team does.

- Every AI output must have a named human owner
- Workflow: AI generates → Team reviews & edits → Senior approves → Client receives
- Factual errors, reputational issues, or breaches: accountability sits with the approver
- Maintain an internal AI usage log across accounts

Recommended MSA/SOW AI Clause

"The consultancy may use AI-assisted tools for productivity and content drafting. All client-facing outputs are reviewed and approved by designated team members. No confidential client data will be inputted into AI tools without prior written consent. The consultancy maintains an AI usage policy aligned with PRCAI guidelines."

AI Usage Policy Template — Ready to Adopt

Your one-page internal AI policy should cover: ① Approved tools list ② Data classification (what can/cannot be inputted) ③ Disclosure norms by output type ④ Review & approval workflow ⑤ Escalation process for grey areas ⑥ Annual review and update cycle

06

Additional Best Practices & Resources

What separates good agencies from great ones

Client Health Scorecard

A monthly/quarterly visual pulse-check to spot early warning signs before they become crises.

Dimension	What to Measure	Green	Red Flag
Responsiveness	Response time to briefs, feedback loop speed	Within SLA	Consistently late
Strategic Value	Proactive ideas, unsolicited insights	Monthly proactive input	Purely reactive
Relationship Quality	Client satisfaction, ease of collaboration	Open dialogue	Escalations increasing
Commercial Health	Profitability, scope adherence, payment	Profitable, on-time payment	Unprofitable / overdue
Team Satisfaction	Team morale, workload, client behaviour	Team engaged	Burnout / churn risk

Client Red Flag Checklist — Early Warning Signs

Chronic scope creep without willingness to sign change requests • Persistent payment delays • Disrespect towards junior team members • Bypassing the team to reach the founder directly • Excessive after-hours demands without crisis justification • Refusal to participate in reviews or planning • Unwillingness to provide feedback (positive or constructive)

Pitch-to-Service Transition & Proactive Value

Pitch-to-Service Checklist

The #1 cause of early client dissatisfaction: 'That's not what we were promised in the pitch.'

- Formal handover meeting: pitch team → servicing team
- Document all pitch promises with clear accountability
- Flag unrealistic commitments immediately
- SOW must reflect pitch commitments explicitly
- Pitch lead stays involved for first 30 days

Proactive Value Framework

Move from order-taker to strategic partner:

- Monthly unsolicited industry insight to client
- Competitor activity alerts (media, social, events)
- Trend-spotting for proactive pitching opportunities
- Quarterly 'opportunity briefing' beyond SOW scope
- Stakeholder Relationship Tracker updated weekly

Client Feedback Mechanism

Deploy a simple CSAT/NPS survey semi-annually. Follow up with a 'You Said, We Did' response document showing how feedback was actioned. This single practice can dramatically reduce attrition and strengthen relationships.

Crisis Management: Ensure a crisis communication manual is in place (pre-emptive). During a crisis: inform leadership → inform client → activate monitoring → prepare holding statements → ensure all communication is vetted by Legal, HR, Regulatory, and Crisis Lead. No off-the-record comments.

DPDP Act Compliance Checklist for PR Agencies

The Digital Personal Data Protection Act, 2023 — what PR agencies must know

Consent Management

Obtain clear, informed consent before collecting personal data (journalist contacts, influencer details, event attendee lists). Purpose limitation applies — data collected for one campaign cannot be repurposed without fresh consent.

Data Minimisation

Collect only the personal data you actually need. Avoid storing journalists' personal phone numbers, home addresses, or other sensitive information unless essential and consented.

Media Database Hygiene

Regularly review and update media databases. Remove contacts who have opted out. Maintain records of consent for all contacts in your database.

Influencer & KOL Data

Influencer PII (Aadhaar, PAN, bank details for payments) must be stored securely with access controls. Share only with finance team for payment processing.

Breach Notification

If personal data is breached, notify the Data Protection Board and affected individuals promptly. Have an incident response plan in place. Include breach notification clauses in your MSA.

Third-Party AI Tools

Inputting personal data into AI tools may constitute data sharing with a third party. Ensure AI tools used comply with DPDP Act requirements and have appropriate data processing agreements.

This is a guidance checklist, not legal advice. Consult a legal professional for full DPDP Act compliance specific to your agency.

Your Adoption Roadmap

Month 1-2

ESSENTIALS

MSA template • SOW (pick your type) • Invoice standards • Onboarding checklist • MoM template • WIP report format • Internal AI policy

Month 3-4

GROWTH

Quarterly planning & review templates • Content calendar • Team RACI • Scope change process • Client Health Scorecard • Media monitoring process

Month 5-6

PROFESSIONAL

Digital dashboards • L&D framework • Service recovery protocol • Client feedback (NPS) • Knowledge management • Full GenAI accountability framework

Start where you are. Adopt what you need. Grow into the rest.

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For feedback and suggestions, contact the PRCAI Secretariat



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