



Powers Strategy Group

Taking Service To The Next Level: Improving Customer Service in a New Era



Houston, Texas

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Ruby L. Powers, Esq.
*Board Certified Immigration
and Nationality Attorney*

- Licensed, 2008
- Founded Firm in Nov 2009
- Ran firm from Dubai, 2011-2012
- Board Certified in Immigration Law, 2013
- Proficient in Spanish, knowledge of French and Turkish
- Goldman Sachs 10K Small Businesses, 2015
- AILA TX, OK, NM Chapter Advocacy Liaison, 2015-2019
- AILA Law Practice Management Chair, 2015-2017
- Leadership Houston, 2018
- HBA Law Practice Management Section Chair, 2018-2019
- AILA Innovation Taskforce 2019-present
- American Leadership Forum, 2020
- Author, Build and Manage Your Successful Immigration Law Practice (Without Losing Your Mind)
- Founded Powers Strategy Group L.L.C. in 2020
- Recognized in Best Lawyers in Immigration 2021
- Houston Business Journal 2021 Most Admired CEO Award
- Immigration and Nationality Law Section State Bar of Texas 2021 Mentorship Award
- Adjunct Professor, South Texas College of Law Houston




POWERS LAW GROUP
IMMIGRATION LAW FIRM






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Client = Consumer

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Embracing Consumer Change

- Tech-Savvy
- Educated
 - Free content on YouTube, FB, Tik Tok, etc.
 - DIY
- Willing to interact remotely and more paperless
- Look to other industries; Consumer accustomed to companies like Amazon, Netflix, Starbucks, and Dominos
- Expects instant gratification and constant communication






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Business Definition of Friction

- The concept of business friction: **anything that prevents or dissuades customers/clients from buying your products or services.** For customers, friction can be long wait times on hold, products that are out of stock, inconsistent wait times, or a bad experience with a company's website or staff.
- Friction can make the difference between a happy repeat client and lost revenue opportunities.
- A Forbes article reported that half of customers surveyed switched brands after a poor interaction, often staying away from those brands for up to two years.



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GOAL = Reduce Friction



- Identify the pain points clients are experiencing by listening to clients through interviews, prior reviews, and surveys.
- Increase efficiency of the delivery of services
- Train client-facing team members and provide autonomy for responding to client concerns
- Create a culture of priority on client satisfaction and service

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