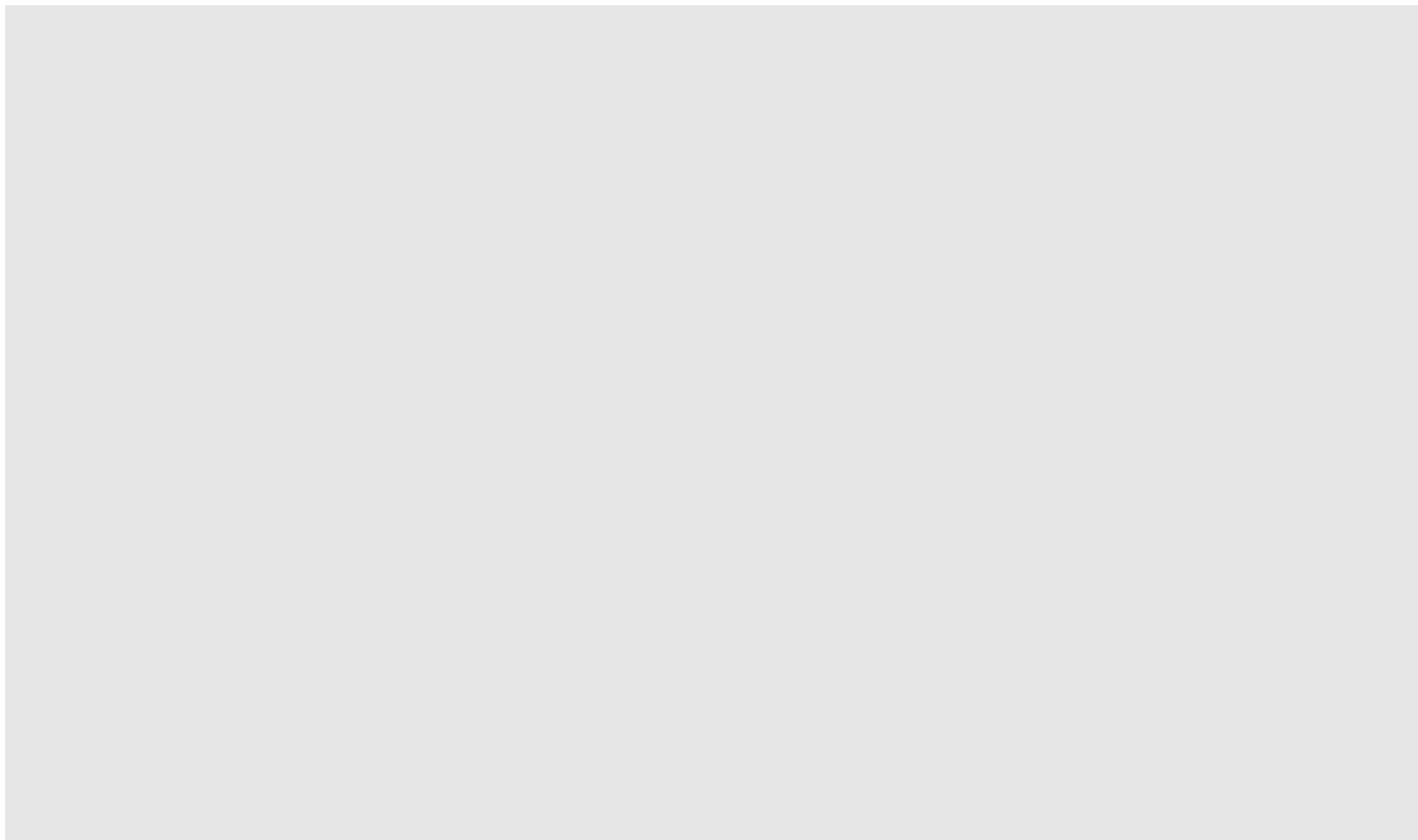


The Client Experience

Chris Marston, Chief Executive
LawNet

Your journey to success



The client service opportunity

55% of clients claimed quality of service poor or not good enough

Clients dissatisfied with the amount of time matters take

Complaints often caused by lack of clarity over charging and poor communication

29% of people say reputation is the most important factor in choosing a lawyer



LawNet Excellence Mark



Improving client care



Client Service Charter



Client service training



Mystery shopping



Mark and marketing materials



Online client satisfaction surveying

- 1,100 mystery shops completed
- 1,650 interactions with individual staff members
- 1,000 hours of customer service training
- 25,000 + completed online client satisfaction surveys

THINGS WE'VE LEARNED



Appearance



Communication



Wasted opportunities



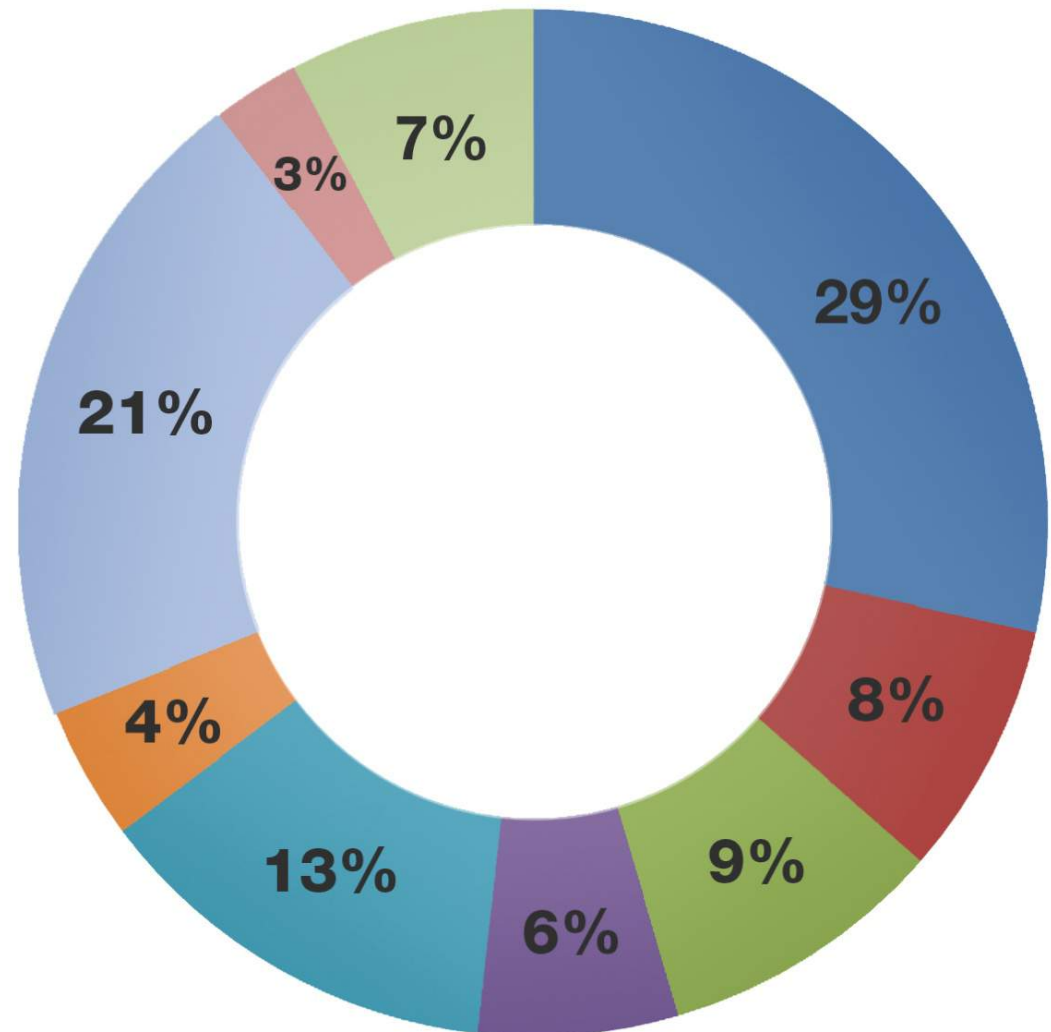
It's harder on the phone

LawNet 

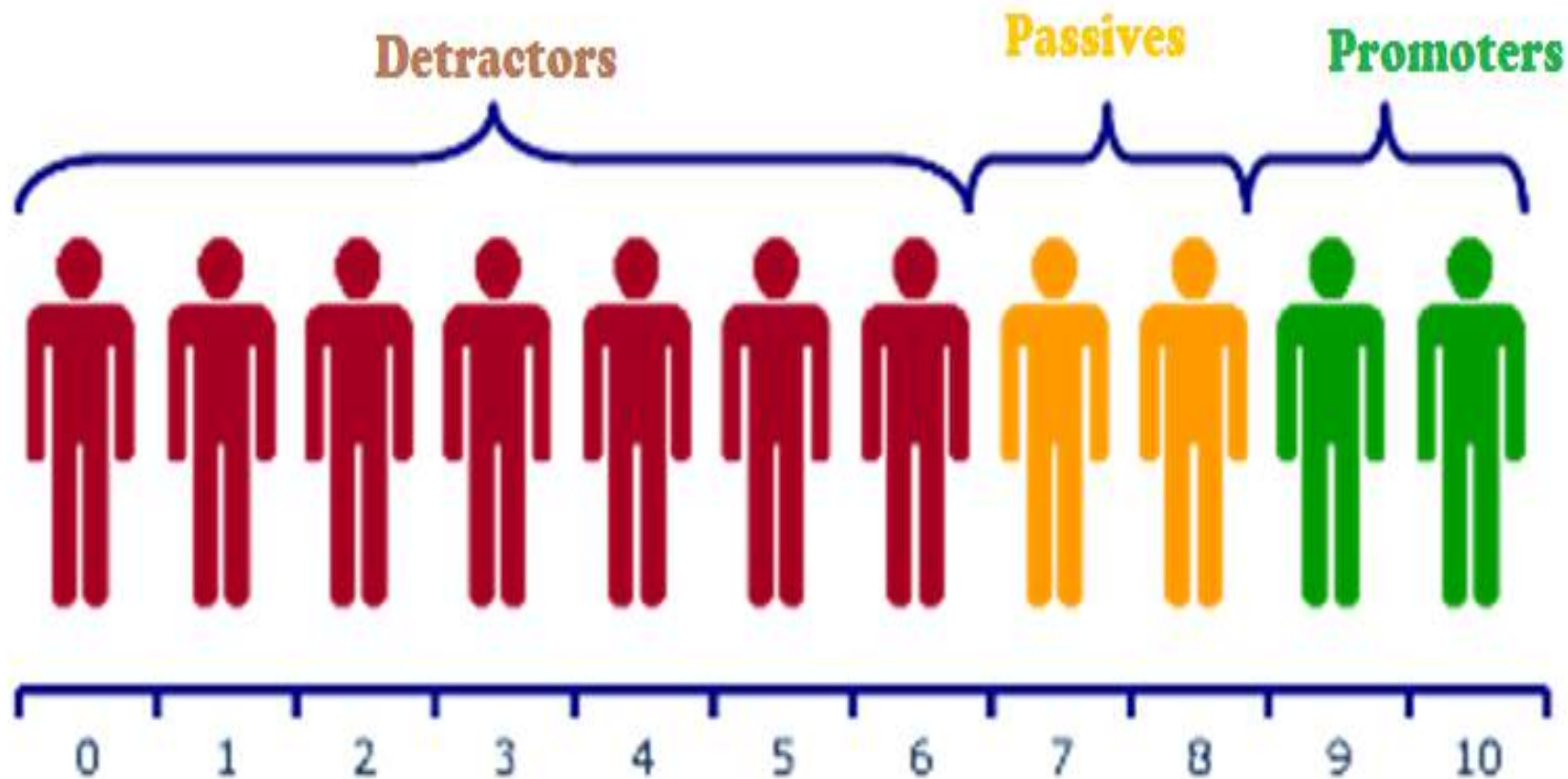


Why did you instruct us?

- Advertising
- Recommendation
- Cost
- Location
- Ease of Communication
- Character of firm
- People
- Existing Client
- Other



Net Promoter Score



Net promoter score = % promoters - % detractors*

Making it stick



- Firm wide commitment
- Cultural change
- What gets measured gets done
- Test your service

Questions for you & your firm



- Who is responsible for the customer experience?
- Do you understand the customer journey?
- How does it feel to be a client of your firm?
- How are you tracking actions & changes?
- Are you any better than your competition?
- How do you differentiate yourself?

How not to do it



Remember...

“

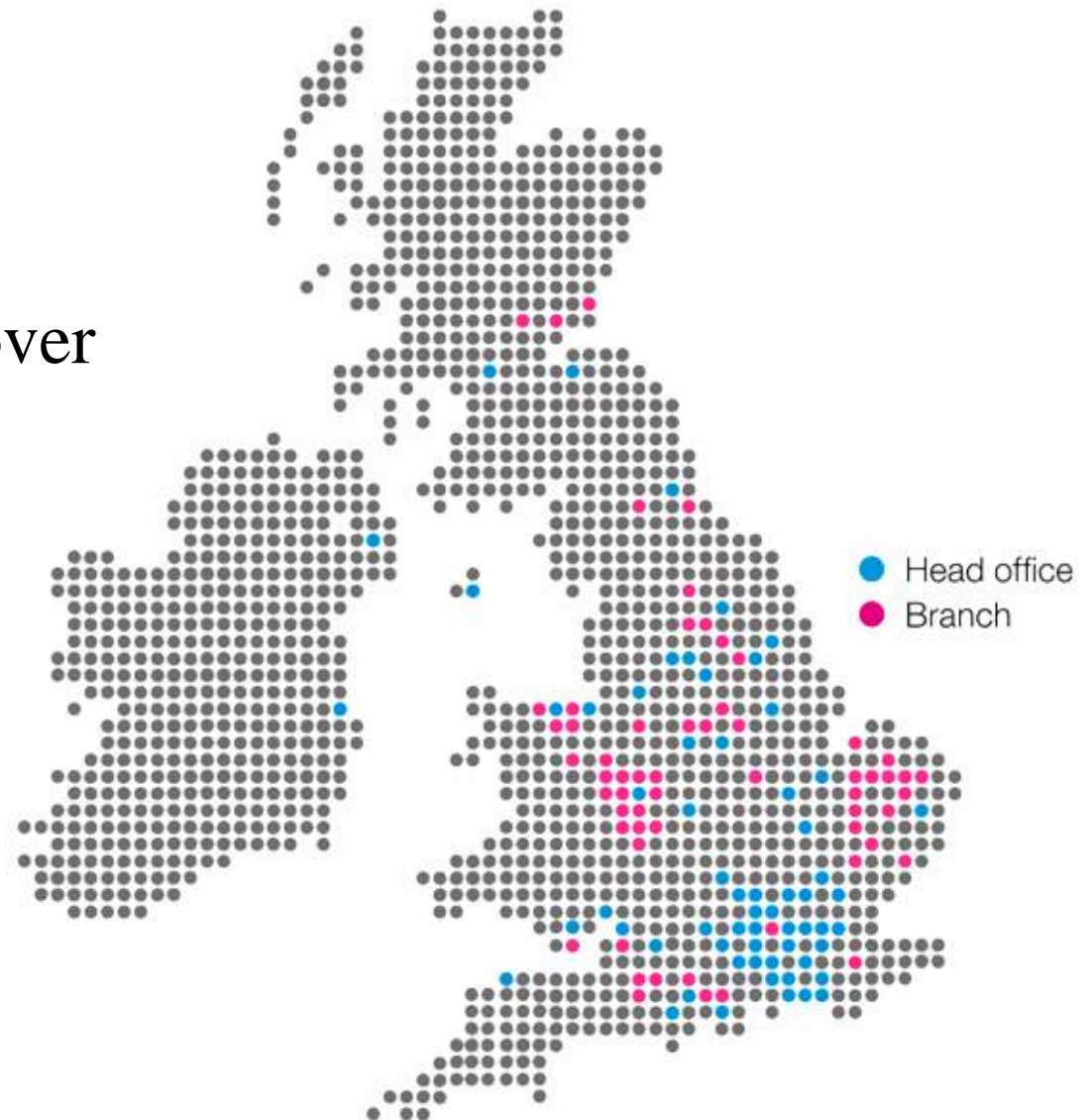
Customer service is not a department, it's everyone's job.

”

LawNet - Profile



- Established in 1989
- Mutual in structure
- Loyal membership
- Firm range £2-£25M turnover
- Group turnover - £275M+
- National coverage
- 66 firms



THANK YOU

www.lawnet.co.uk

