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Know Your Clients

Client care: awakening sleeping clients

Resurrecting dormant clients can be a more cost effective marketing method than trying to attract new ones.

Understanding why dormant clients once used you and what effectively switched them off is the first step for a plan to reactivate them.

Some may genuinely not need the services that your firm offers, others may be unaware of the variety of services that you currently provide and may have gone elsewhere. A certain percentage will have changed allegiance due to a negative experience with you.

You need to know the real reason(s) why and when clients stopped using you before you can take any action to bring them back into the fold, otherwise any steps that you take to reactivate them may be inappropriate and, in fact, reinforce any negative perceptions they hold.

An independent and truly objective way of identifying those reasons is by using an external source to talk to lapse clients to find out:-

- why they are not using your firm any more
- who they are now using and why
- explain what other services your firm offers and
- the likelihood of them using / what would convince them to use your firm in the future.

Armed with this information and following an assessment of their potential future worth to you, a 'tailor-made' marketing campaign can be compiled to attract them back.



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How TPBG can help ...

By carrying out a survey on lapsed clients, TPBG can help you to:-

- understand why these clients stopped using you and determine whether they have defected to a competitor
- highlight trends i.e are there more people each year defecting or perhaps stopping using specific services / certain lawyers
- create an opportunity to promote to this segment with something relevant to them; thereby encouraging them to 'buy'

Why use TPBG? Because clients tend to open up to independent researchers and the fact that our interviewers also have legal knowledge means that we can report back in ways that you are familiar with.

What TPBG offer

We offer to provide feedback from your lapsed clients, with factual, relevant and sufficient information, that can be used to reactivate them.

1. Identifying exactly what your firm wants and needs to know
2. Determining who and how many dormant clients should be interviewed by;
 - when they last used you
 - within certain time periods
 - client types
 - specific industry sectors
 - specific services, past fees generated etc
3. Using experienced interviewers with legal knowledge and knowledge of the legal market
4. Delivering a detailed, illustrated formal report of the results
5. Comparisons against industry norms and competitors
6. Providing additional, verbatim information expressed by clients, their views, reasons etc
7. Conclusions and practical recommendations, based on our commercial experience and working knowledge of law firms, in particular
8. Undertaking a full detailed presentation of results at your premise



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And also ... Clients fall by the wayside all the time.

Reasons often given are:

“that it was a one off case”

“it was only a family matter”

“we now they have legal assistance insurance and use panel firms”

Rarely though is a log kept if someone hasn't used the firm for a while and even more rarely is any action taken to attract them back

TPBG can also help you to identify potential dropouts and recommend ways to keep them active.....

If you are looking to develop your client care management within your business, you might find these factsheets useful.

Please feel free to download them and if you have further questions please contact us for a free discussion.

[DOWNLOAD HERE](#)

- [How much do you really know about your clients?](#)
- [What client surveys are and why professional firms should do them](#)
- [Maximising existing clients](#)