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## Making the most of existing client relationships

In today's increasingly competitive business climate, knowledge is power – therefore the more you know about your clients, the better.

Understanding why clients use you, what for, how often and what switches them on/off will help you to keep them happy and to 'promote' more services to them.

After all, it is far easier and more profitable to gain additional and repeat business from existing clients than trying to attract new ones.

So how do you find out what your clients really think and want from you?

We suggest client surveys as they are a tried and tested method of obtaining quality feedback that can assist with improving client retention rates and setting internal benchmarks for monitoring satisfaction levels.

These responses from recent surveys highlight how important it can be to get feedback from clients.....

- Over 50% of clients were using another law firm for service that the surveying firm could offer!
- In one prestigious regional law firm, a quarter of clients interviewed were very unhappy with the lack of information provided on their invoices
- A survey of the litigation department of a law firm showed that 84% of respondents approved of and preferred the new direct dial system introduced
- In the same firm, however, 14% of clients contacted expressed dissatisfaction with the responses received from support staff when they wanted to speak with their lawyer

These findings led to immediate remedial action being taken in three of the cases. However, the firm who had been hesitant about adopting a direct dial approach were delighted to discover just how pleased their clients were.



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How TPBG can help you

We have found that law firms are often using irrelevant data or have insufficient knowledge to make key decisions about managing relationships with their clients. TPBG can provide you with the right knowledge to increase client satisfaction improve business and gain a hold over your competitors.

As external consultants with a successful track record working in and for law firms, we can help you to gain a truly independent and objective assessment and understanding of how your clients perceive your firm, your legal services and your people and processes

Our survey methods include:

- Overall assessment of client satisfaction, in written questionnaire format, from a random selection of clients
- Bespoke more in depth questioning, usually a mix of telephone interviews and written questionnaires. These are mainly used for the top quotient of the client base
- Face to face discussions as they are the best means to gain information from the firm's most important clients

What TPBG offer:

We offer to provide feedback from your clients, with factual, relevant and sufficient information that can be used to move your business forward

Regardless of which survey method you choose, we offer you our fully integrated client feedback service, comprising 8 key features that we will customise to meet your firm's specific needs.

The client feedback service includes:

- Identifying what your firm wants and needs to know
- Determining which clients and how many to be interviewed
- Ensuring that the survey method chosen is the most appropriate and is as succinct as possible
- Using experienced interviewers with legal knowledge and knowledge of the legal market
- Delivering a detailed, illustrated formal report of the results, using comparisons against industry norms and competitors (where possible)
- Providing additional, verbatim information expressed by clients, their views, reasons etc
- Identifying conclusions and providing practical, tactical recommendations, based on our commercial experience and working knowledge of the legal sector
- Undertaking a full detailed presentation of results



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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
- Reactivating dormant clients