



Legal Sector Breakfast Briefing

Tuesday 19 March 2013

Forget your website?



Legal Sector Breakfast Briefing

Welcome

David Hannon

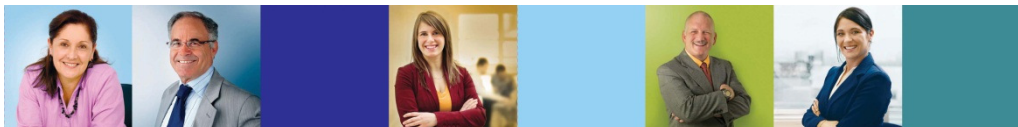
Managing Partner, iFS, Clydesdale Bank



Legal Sector Breakfast Briefing

Introduction

Andy Poole
Legal Sector Director, Armstrong Watson



Legal Sector Breakfast Briefing

Tuesday 19 March 2013

8.00am	- Arrival and breakfast
8.30am	- Welcome
8.35am	- Briefing – Forget your website?
9.30am	- Q & A
10.00am	- Close



make law *easy*

Jon Busby

Business Development Director



MORE TH>N®

 NatWest

Allianz 

 Russell Jones & Walker
Solicitors

AshtonKCJ

 BARCLAYS

 RBS
The Royal Bank of Scotland

AVA 

 D
DICKINSON DEES

Stephensons
legal services the way you want them

HALIFAX 

DAS 

 Lloyds TSB

Brethertons^{LLP}
SOLICITORS

 THORNTONS

AA

SAGA

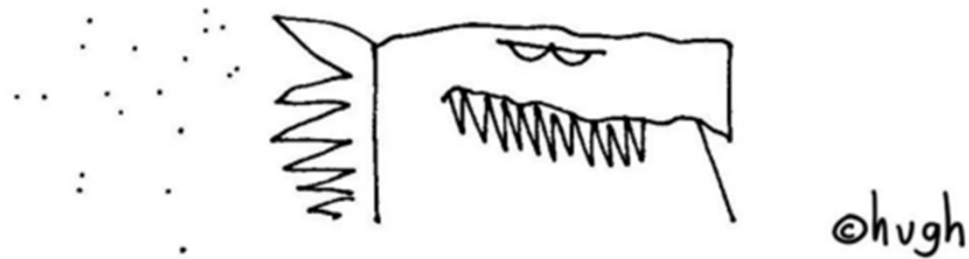
 AVIVA

 LAST
CAWTHRA FEATHER
SOLICITORS

WARNERS
solicitors

 epoq

Never try to sell a meteor to
a Dinosaur. It wastes your time
and annoys the Dinosaur.



lies, damned lies and surveys

96%

of businesses
want to
communicate
online

95%

of consumers said
knowing the cost
was important
and would
influence their
decision

72%

of consumers said
lawyers showed
little or no ability
to empathise,
build rapport or
deal with
objections
sensitively.

Source: CXINLAW 2012 & Peppermint Technology 2011



lies, damned lies and surveys

45%

said they would actively encourage people *not* to use the firm they called.

Source: CXINLAW



5 disruptions



#1 legislation



#2 fixed fees



#3 technology



#4 client



#5 lawyer



The game of change





John Lewis

hmv

BORDERS[®]



BORDERS®

“Nobody got it. The publishers didn’t get it. The book clubs didn’t get it. And Borders didn’t get it...these were book people, not technology people.”

Lorraine Shanley of Market Partners International



“Nobody got it. *The Law Society* didn't get it. *The law firms* didn't get it. And *lawyers* didn't get it...these were *legal* people, not technology people.”



online
technology
is your friend not your enemy



online AND offline



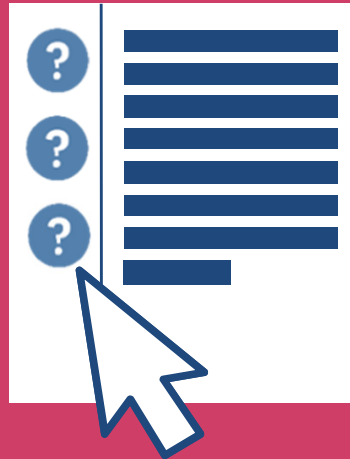


Let me show you efficiency

1



2



3



	Will	LPA
Traditional	80 mins	78 mins
Rapidocs	25 mins	28 mins
Time saving	69%	64%



my one piece of advice



thank you for listening



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Conclusion

David Hannon

Managing Partner, iFS, Clydesdale Bank

