

Legal Sector Breakfast Briefing

Newcastle

14 September 2023

Legal Sector Breakfast Briefing

Welcome & Introduction

Andy Poole, Corporate Finance Partner - Legal Sector
Armstrong Watson

Legal Sector Breakfast Briefing

- 8.00am - Arrival and breakfast
- 8.30am - Welcome
- 8.35am - Briefing
- 9.30am - Q & A
- 10.00am - Close

Practical ways to sustain first-rate customer experience

Armstrong Watson Breakfast Briefing

Newcastle 14th September

Paul Roberts, CEO, MyCustomerLens

Agenda

- What does first-rate customer experience look like?
- Is customer experience declining?
- Benefits of first-rate customer experience
- 5 practical steps for delivering stand-out experiences

Is it client or customer?

CLIENT

Noun

1. a person or group that **uses** the professional advice or services of a lawyer, accountant, advertising agency, architect, etc.
2. a person who is **receiving** the benefits, services, etc., of a social welfare agency, a government bureau, etc.

CUSTOMER

Noun

1. a person who **purchases** goods or services from another; buyer; patron.
2. Informal. a person one has to deal with

What is customer experience?

Customer Service – what **you do**

Customer Experience – how **they feel**

My passion for CX

 mbna Enterprise | IG™ pwc My Customer Lens

Paul Roberts
CEO, MyCustomerLens

**What does first-rate
customer experience look like?**

Changing customer experiences...



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Changing customer experiences...



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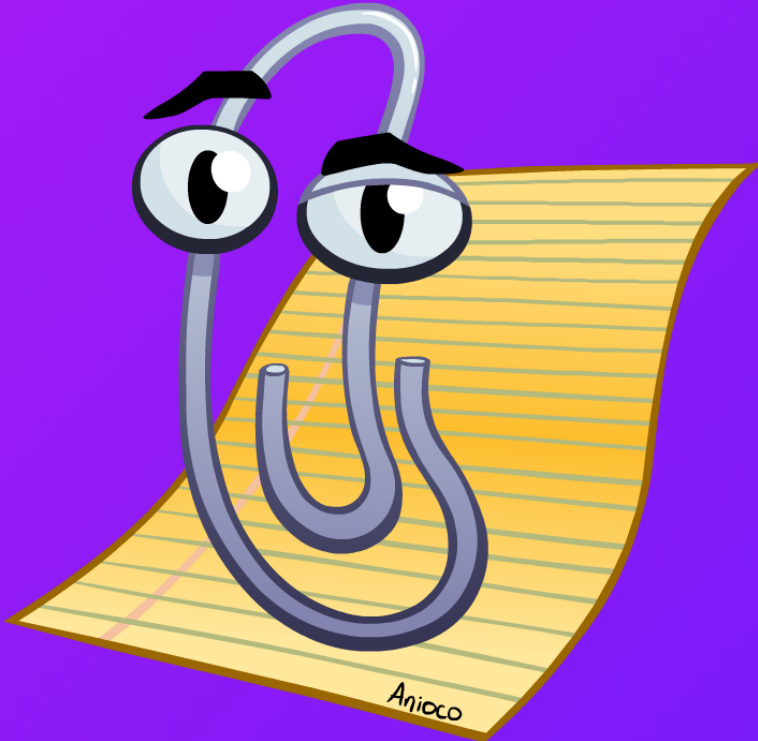
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Changing customer experiences...



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Changing customer experiences...



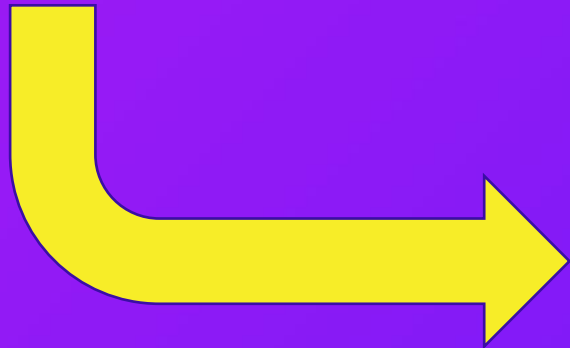
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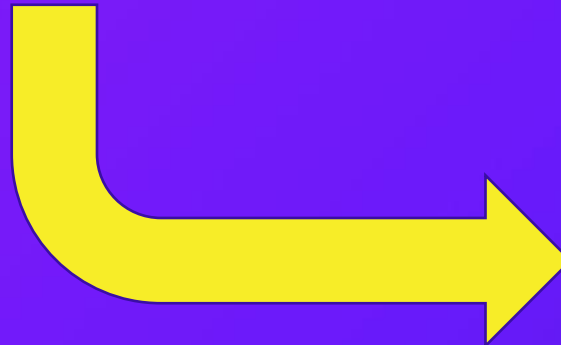
**First-rate customer experience
is a moving target**

CX is a moving target...

First-rate



Average



Embarrassing

Perception v reality

Brand promises



Client realities

How clients define their experiences



Example – Innovation gap

Brand promise

Client reality

Misalignment

We provide fresh thinking for a fast-changing and inter-connected world.

“Too many letters and old-fashioned legal terms”

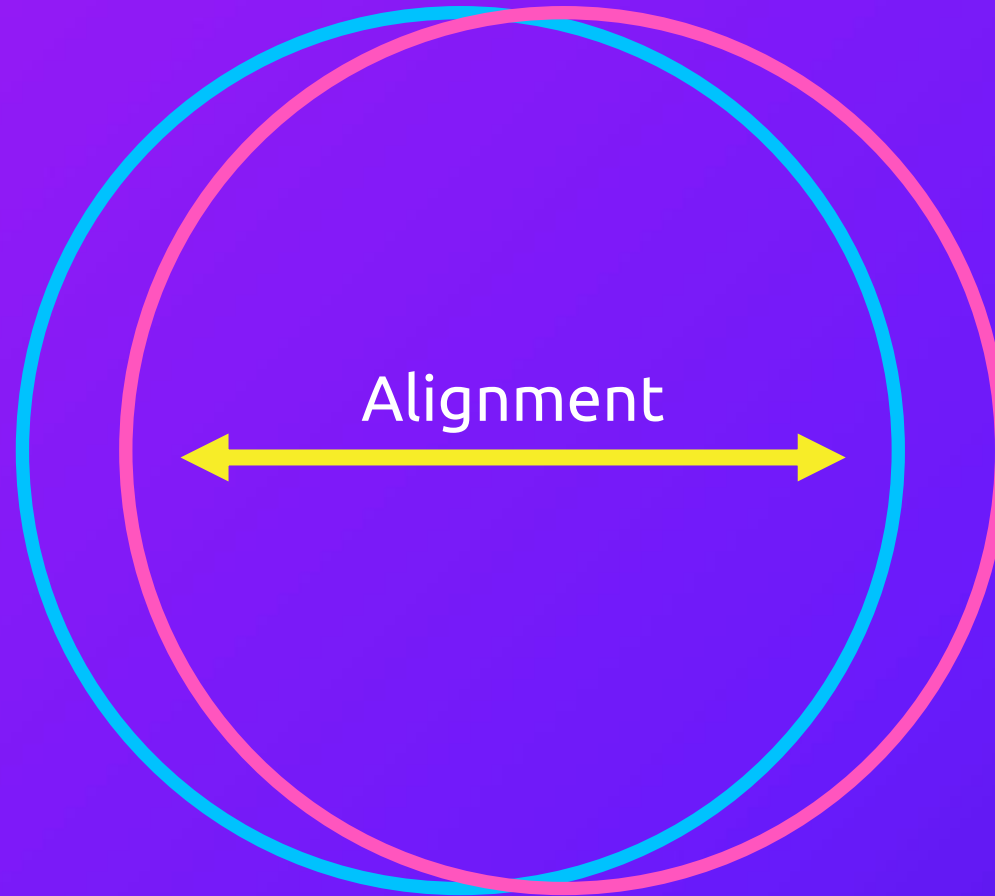
Frustration
Lost opportunities

Example – Peace of Mind

Brand promise

Client reality

We build trusted relationships to successfully overcome hurdles and challenges



"I trust her completely, she explained everything very clearly, was super reassuring..."

**Is customer experience
declining?**

UK Customer Satisfaction Index

The “national barometer” of customer satisfaction in the UK

July 2023 UKCSI is 76.6 (out of 100),
a drop of 1.8 points compared to July 2022
and its lowest score since 2015

Why is it declining?

Expectations are getting higher

More people making complaints

Issues and complaints taking longer to process

Flywheel of frustration

Does this matter to law firms?

Clients are also consumers

Clients have a different lens:

- they don't compare you to your competitors
- they compare you to their alternative experiences

Benefits of first-rate customer experience

Benefits of first-rate experiences

Clients



People



Firm



The good news...

Clients are at the centre of everything we do

We don't take our clients' loyalty for granted

The feedback given to us by our clients is vital

Putting clients at the heart of what we do

Exceptional client service

our unwavering commitment to our clients

we provide our clients with an experience that makes them feel prioritized, protected and understood

Every service innovation has come about through listening to clients

The bad news...

80% of companies believed they delivered “superior experience”

8% of their customers agreed

Implications for legal firms

45% of corporates have changed their roster of law firms in the last year

Thomson Reuters 'UK State of the Legal Market Report' 2023

*“If experience isn't your strategy,
you're doing it wrong”*

PwC

*“Customer experience leaders outperform
peers on revenue growth”*

McKinsey

'Quick' wins

5 practical steps for delivering stand-out experiences

Create a CX strategy

CX Strategy

1-page summary - why, who & how

- Why does CX matter to our firm
- What does 1st rate CX look like to our clients
- How will we measure progress?
- How will we identify gaps?
- How will we take action and close gaps?
- How will we recognise and celebrate success?
- How will we close the loop?

Listen to more clients more often



Adopt a CX minute



Keep clients feeling informed



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Show you're listening - close the loop



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How will you close the experience gap?

1. Begin with the end in mind – create a CX strategy
2. Always be listening – gather feedback from more clients, more often
3. Give results context - add a CX Minute to your meetings
4. Take action - keep clients feeling informed
5. Close the loop – show clients & colleagues your firm is listening

Where to find me

LinkedIn – let's connect!

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Outside-in: newsletter for client-centric firms

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Questions & Conclusion

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