Using the voice of the client to feed predictions of client growth or jeopardy in firms

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Subset of slides
Agenda

- Using client feedback – gaining buy-in, implications for firms, management teams and lawyers
- Big data
- Changing roles
- Growth or Jeopardy?
Client base

VIP Clients
In person interview and/or by phone

Potential VIP clients and those with the potential to grow
Interview by phone and/or in person

Other Clients
Phone and/or web based Interview

Analyse and take actions

Business Benefits
Business Benefits

- Client success stories
- Show clients that you are listening
- Clients feel valued
- Build loyalty
- Teams valued for the contribution
- Staff empowered and informed
- Identify new business opportunities
- Mitigation of risk
Cultural Web

Stories

Routines & Rituals

Symbols

Control Systems

The Paradigm

Power Structures

Organizational Structures

Source: Exploring Corporate Strategy Johnson, Scoles & Whittington
The perspective of the client

- Word of mouth communications
- Personal needs
- Past Experience

Expected Service

Clients perception of service received

The perspective of the firm

- Service Delivery
- External Communications

- Employee perceptions of Client expectation
- Translation of perceptions into service quality Standards
- Management perceptions of what clients want

Gap 1
Gap 2
Gap 3
Gap 4
Gap 5
Gap 6
Gap 7

Adapted from: Servqual model, Zeithmal, Parasuraman & Berry
Changing Roles
Questions for leadership

- Who is the ultimate owner of the feedback?
- How can the C Suite collaborate to effect change?
- What are the different audiences for the content?
Different audiences for feedback

- Business Development
- Leadership & Management
- Competitive Intelligence
- Brand Evaluation
- Client & Data Management
- Sustainability & Responsibility
- Risk & Compliance
- Professional Skills & Training
- Staff Engagement & Motivation
- Business Strategy
- Leveraging Financial Information
- Partner Support

Client Feedback
Superior Service

Experience and Accreditations

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