

» Client Satisfaction Report 2009

In the current economic climate, it has never been more important for law firms to improve their client satisfaction levels. It is crucial for firms to anticipate, and match the buying behaviour of their corporate clients. How important is cost in the financial services sector? What kind of value-added service has become more important this year? What do our clients think of our competitor firms? The Legal Week Intelligence Client Satisfaction Report, now in its 6th year, is both a market trends report and an opportunity to probe an area of particular concern. We cover the full range of decision-makers from private to public sectors and the UK and Europe's leading companies.

» The study

Now in its sixth year, the Legal Week Intelligence Client Satisfaction Report will provide the UK's and Europe's leading law firms with the information and data they need to thrive and prosper in the most challenging of business environments. Crucially, this report will provide detailed independent analysis of the performance of the largest law firms in the UK and Europe across an array of carefully chosen criteria, ranging from quality of legal and commercial advice to service delivery, billing practices and transparency. The findings will be based on a detailed survey of more than 500 heads of legal.

» Criteria

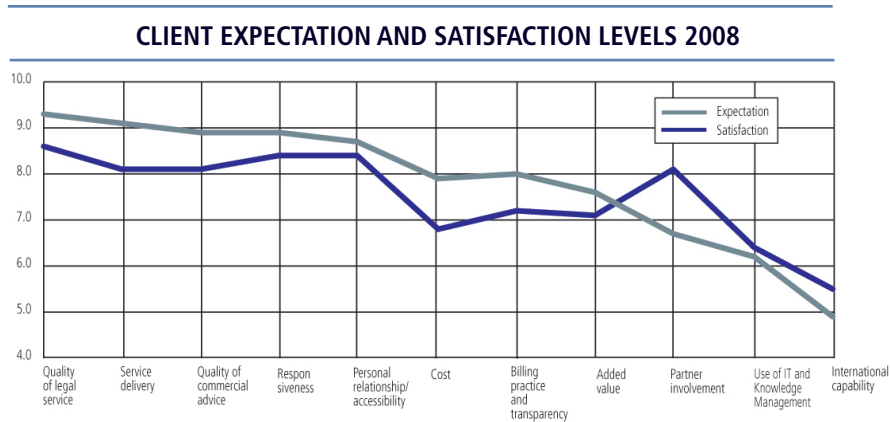
Featuring two distinct sections the first half of the report (Market Data) examines size of legal spend, percentages of work being outsourced broken down by industry sector, type of work and company turnover. It also reports on the size and growth of in-house legal teams. In the second half of the report (Law Firm Tables) law firms are assessed across 7 distinct performance criteria.

- **Market Data** – how has the percentage of work being outsourced or total legal spend changed over the past 12 months? Which types of legal practice are set to increase and what are the top of the agenda issues for heads of legal for 2009/2010?
- **Law Firm Tables** – At the heart of this report will be a detailed analysis of the performance of the top business law firms, as measured by the only people who really count – their clients. What are the most important issues when appointing law firms and how do the firms you currently use match up to that expectation? What is the buying behaviour of senior in-house lawyers in different industry sectors? How are firms faring in terms of quality of legal advice, service delivery, cost and billing practice as well as the provision of value-added services?

» Benchmarking

The final part of the report combines hard-hitting analysis with the data sets from the previous three sections to create detailed law firm profiles. Since the study is now in its sixth year the report can also identify any meaningful trends affecting these key players.

- We use the results to create benchmarking tables of all the firms covered in the report
- These will be broken down into International, National and London firms
- The tables will specify the scores of each firm for the 7 distinct performance criteria



» Research methodology

- Focusing on the FTSE 100, 250, Small Cap, AIM & the 100 largest privately-held businesses
- This year we will also capture the views of the leading European companies from the FTSEurofirst 300 as well as legal heads in the public sector
- The heads of legal at each institution will be sent a link to an online survey with follow-up telephone interviews

» Standard package

As part of the standard package, you will receive:

- a hard copy of the report, a pdf which you can distribute internally plus all the charts and tables in Excel
- a management presentation of the results from our Director of Research which can be to your partners or executive management
- The presentation will drill down from the general findings to a firm's specific scores especially in the context of its peer group

» Additional features for 2009

This year in response to client feedback we're offering a number of additional services:

- Law firms will have an option to ask some specific questions of their client base the results of which will form part of the management presentation
- The law firm league tables will be published in Legal Week in October and the best performing firms will receive an accreditation as 'Best Legal Adviser' featured in a special supplement both in print and online. For the first time this year Legal Week Intelligence will be offering to work in partnership with law firms, enabling them to improve their service delivery.