



Client Satisfaction Report 2011

It has never been more important for law firms to improve their client satisfaction levels. In the current environment, in-house lawyers are under huge pressure to reduce costs and law firms must stretch every sinew to differentiate themselves from their rivals and demonstrate the value of their business. Clients, in turn, are becoming more scientific in their approach to instructing outside counsel and less patient with those firms that fail to reach the required benchmark in every aspect of their service, whether it is the quality of legal advice, responsiveness, billing transparency or price. What do your clients think of your competitors? What do they think of you?

The study

Now in its eighth year, the Legal Week Intelligence Client Satisfaction Report is the industry benchmark of law firms, providing the UK's and Europe's leading law firms with the information and data they need in order to thrive and prosper in the most challenging of business environments. Crucially, this report will provide detailed independent analysis of the performance of the 75 largest law firms 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 1,100 heads of legal including 78% of the FTSE 100.

Law firm tables

At the heart of this report will be a detailed analysis of the performance of the top 75 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 they 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.

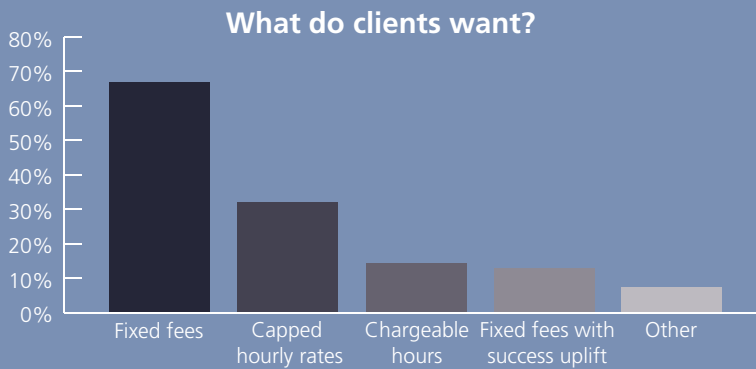
Benchmarking

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

- The results are used to create benchmarking tables for all the firms covered in the report.
- These will be broken down into international, national, City and US firm categories.
- The tables will specify each firm's score for the seven distinct performance criteria



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Research methodology

The research focuses on the FTSE 100, the FTSE 250, small cap, AIM and the 100 largest privately-held businesses as well as the leading European companies from the FTSEurofirst 300 and the public sector. This year we have also captured the views of leading in-house lawyers in India, Japan, Hong Kong, Singapore and China.

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 the director of research, which can be given to your partners or executive management.
- The presentation will drill down from the general findings to a firm's specific scores in the context of a hand-picked peer group.

2011 results publication

- The top-line results and benchmarking tables will be published in *Legal Week* in December and on www.legalweek.com.
- Top-performing firms will receive the accreditation 'Best Legal Advisor'. These firms will feature in a special supplement both in print and online.
- Results will feed into the judging for the British Legal Awards in December.