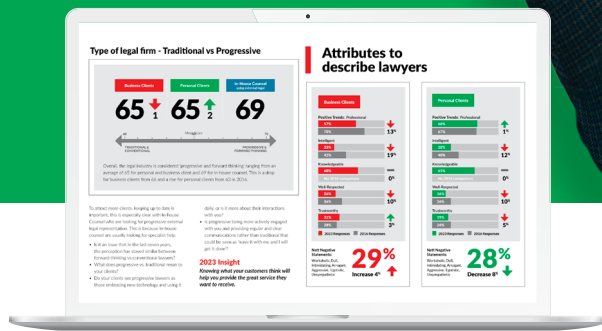


What are your clients saying about you?



Perceptions of Legal Professionals

Part 2-of-6

In 2016, in-depth research was commissioned to provide an overview of the current perceptions and delivery of legal services in New Zealand. We re-commissioned this update of the research in early 2023 to evaluate changes over time and include new insights on expectations on the role of technology in client relationships and the impact of the global pandemic. The research results were gathered from over 420 respondents across five client groups.

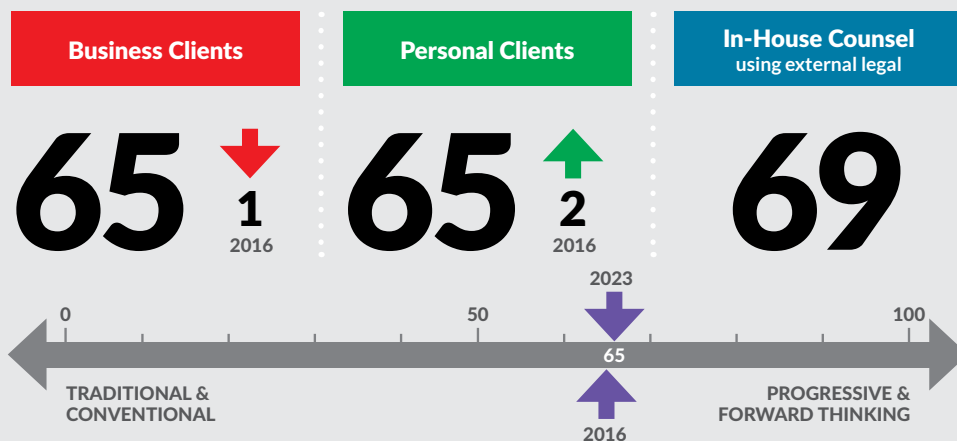
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The report was commissioned by LexisNexis New Zealand and prepared by Kantar, a member of the Research Association NZ. All the information provided in the report is confidential.



This **second insight** covers how law firms are perceived, how your performance rates relative to other industries and what attributes clients use to describe lawyers.

Perceptions of Legal Firms



To attract more clients, keeping up to date is important, this is especially clear with In-house Counsel who are looking for progressive external legal representation. This is because In-house counsel are usually looking for specialist help.

- We have found that in the last seven years, perception has stayed similar between forward-thinking vs conventional lawyers. Is this perception an issue or concern and would it affect the way you engage with clients?
- What does progressive vs traditional mean to your clients and is it important for your business to be seen as either?

- Would you attract more clients if you were seen as progressive by embracing and using new technology to interact with your clients?
- Could progressiveness also be seen as being more actively engaged with your clients with regular and succinct interactions rather than the traditional approach as 'leave it with me and I will get it done?'

2023 insight

Knowing what your customers perceive as progressive and traditional will help you provide the great service they want to receive.

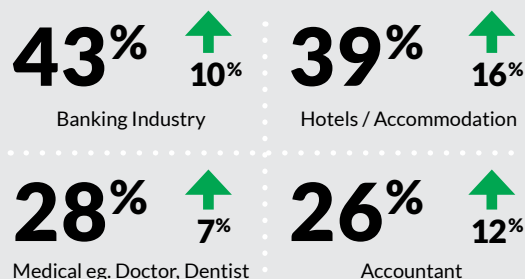
Performance relative to other service industries

Perception of legal service is improving overall with comparable industries, (compared to 2016 research) but more can be learned from the services that are more personalised like hotels, medical and accountants.

Business Clients

Perceptions have largely improved since 2016, with around 4-in-10 saying their legal service is better than utilities, real estate, airlines, banking and hotels. Also, better than in 2016 but still needs to be looked into is the 1-in-10 who claim that their legal service was worse than hotels, medical and accountants.

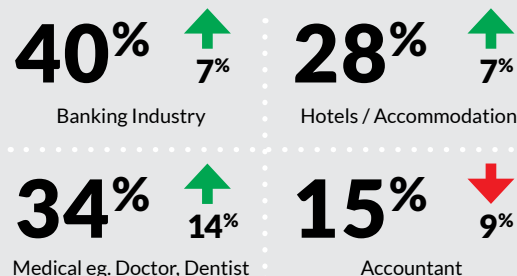
% of respondents that said Lawyers are 'BETTER' than...



Personal Clients

Since 2016 perceptions have improved though legal is now more likely seen as on par with accountants. There has been significant improvement of perception relative to banking, medical and hotels, with better perception increasing and worse perception decreasing.

% of respondents that said Lawyers are 'BETTER' than...

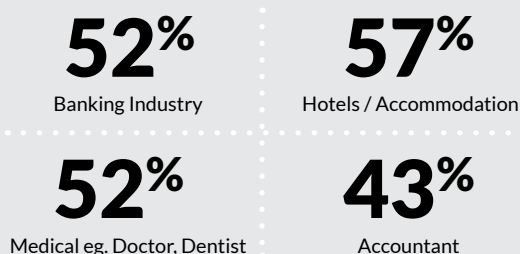


In-House Counsel using external legal

No data available from 2016

The legal service is rated better than utilities and real estate, and the same as insurance, airlines, banking, hotels, medical and accountants.

% of respondents viewed Lawyers 'ABOUT THE SAME' as...



2023 insight

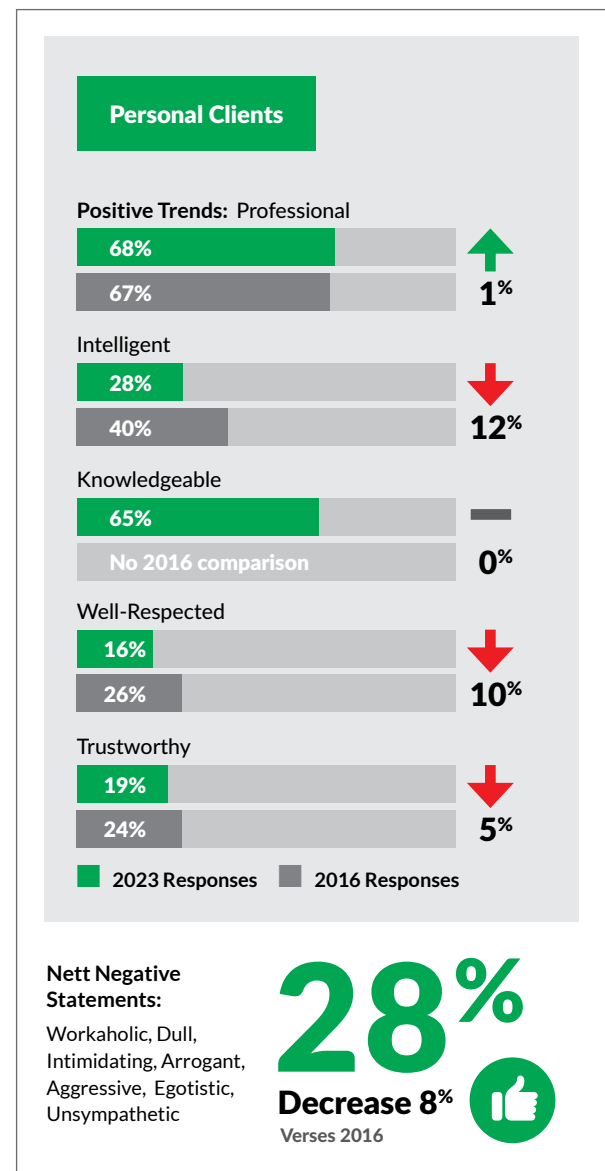
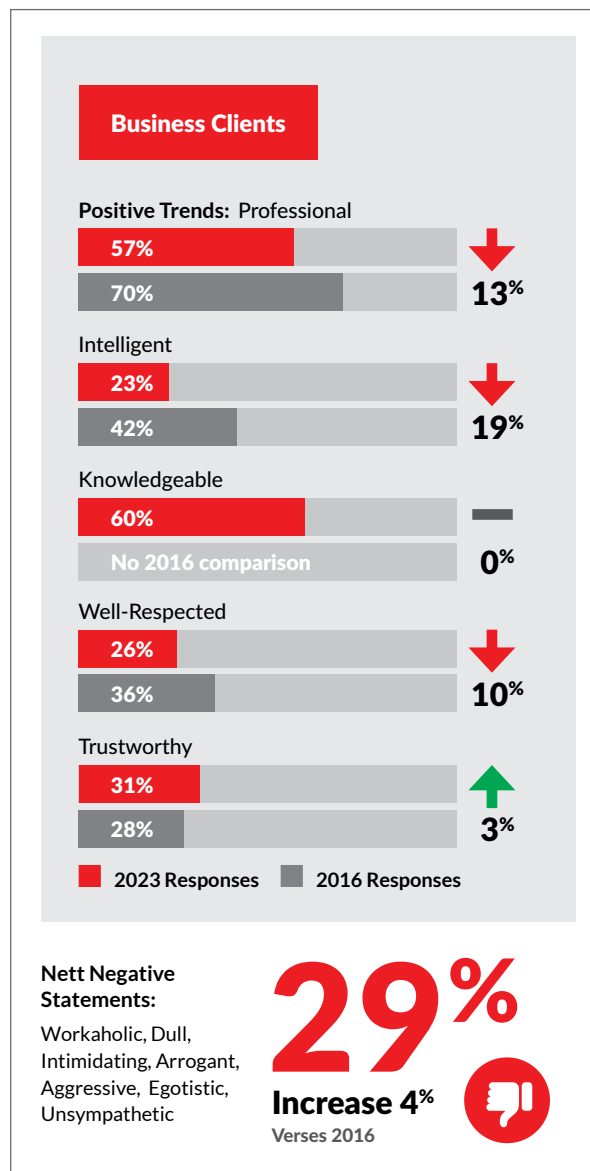
Talk to your clients and look at ways to personalise your service and develop your relationship for the long-term engagement.

Attributes to describe lawyers

All client groups have similar perceptions, which remain relatively similar over time, with Professional, Intelligent and Knowledgeable held widely. Trustworthiness as an attribute is still somewhat low on the list of positive association with lawyers and perhaps something lawyers and law firms should look to address.

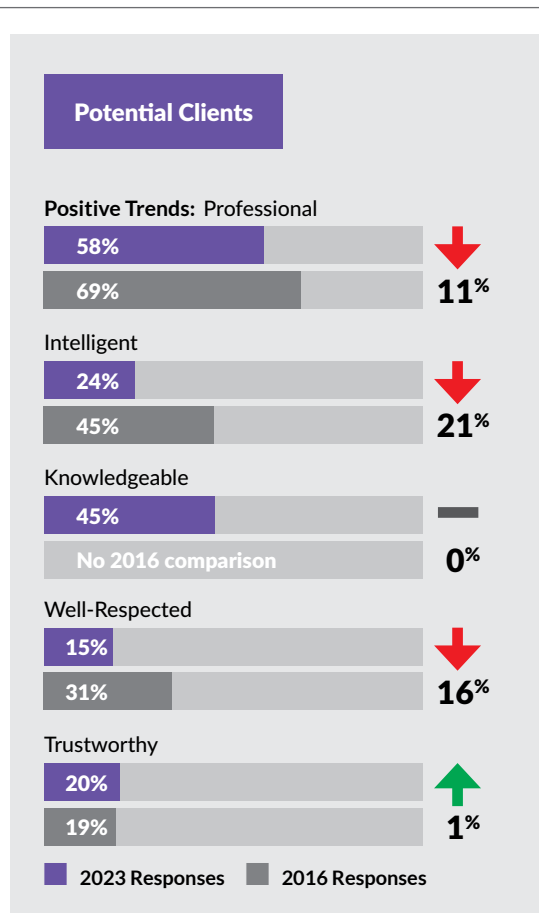
1-in-3 still having a negative perception of lawyers. This could be spurred by recent media coverage about one or two lawyers misusing their powers and the difficulty of accessing plain English legal help.

Business clients hold lawyers in higher regard in terms of being Well-Respected while personal and potential clients whom never interacted with a lawyer may find you intimidating, purely based on perceptions and something that the law firms may want to review in all of their marketing communications and websites.



2023 Insight


Review your engagement values to remove the negative attributes and make the client feel part of your legal family. Removing the negative perceptions will move your service from good to great, making you stand out from other lawyers.



Nett Negative Statements:

Workaholic, Dull,
Intimidating, Arrogant,
Aggressive, Egotistic,
Unsympathetic

40%
Increase 1%
Since 2016



Action Checklist

Key learnings on how clients see you...

To maintain and raise the perception of your legal service we have put together a checklist that clients desire for an enhanced legal experience. Think about the items on the checklist and how you can add these into your current process to ensure a great customer experience every time.

- ☐ Review your firm's website and all public facing materials and match the tone and manner to your potential/current clients.
- ☐ Review what attributes are important to your firm, promote and demonstrate them in your marketing and BAU communications (e.g trustworthy, knowledgeable).
- ☐ Assess your firms value proposition, do you aspire to be seen as progressive/forward thinking or traditional/conventional - there is no right or wrong answer, it is what you want your clients to perceive your firm and what it means to them.
- ☐ Set aside a day each month to network and engage with your local community to breakdown perceptions.
- ☐ Create a client engagement plan that outlines each client's communication frequency and type preferences.
- ☐ Tailor the communication style to the types and style of your clients to be more relatable and gain trust.
- ☐ Have a clear communication checklist to ensure that each communication to client provides transparency on their matter.
- ☐ Use Plain English in documents or provide a glossary of legal terms translated into Plain English in each piece of communication.

This is the second in a series of discerning research summary insights.

Are you taking advantage of new technological developments to allow you to work smarter and invest more of your time with your clients to exceed their expectations? LexisNexis has developed many legal tools and services that can help you streamline your service giving you back the time to enhance your client relationships.

TO TAKE ADVANTAGE OF THESE LEGAL TOOLS AND SERVICES OR DISCUSS THE FINDINGS IN THIS RESEARCH, PLEASE CONTACT YOUR RELATIONSHIP MANAGER OR EMAIL US AT **CUSTOMERSUPPORT@LEXISNEXIS.CO.NZ**

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