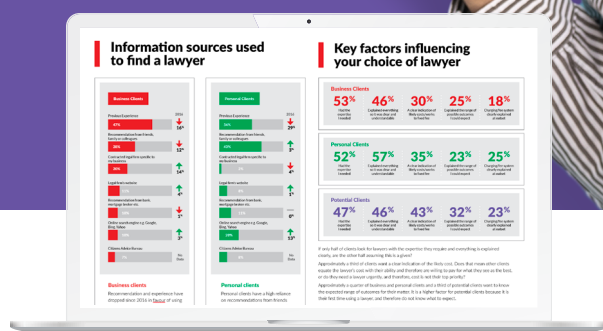


What are your clients saying about you?



Decisions and considerations in engaging legal services

Part 3-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.



Information sources used to find a lawyer

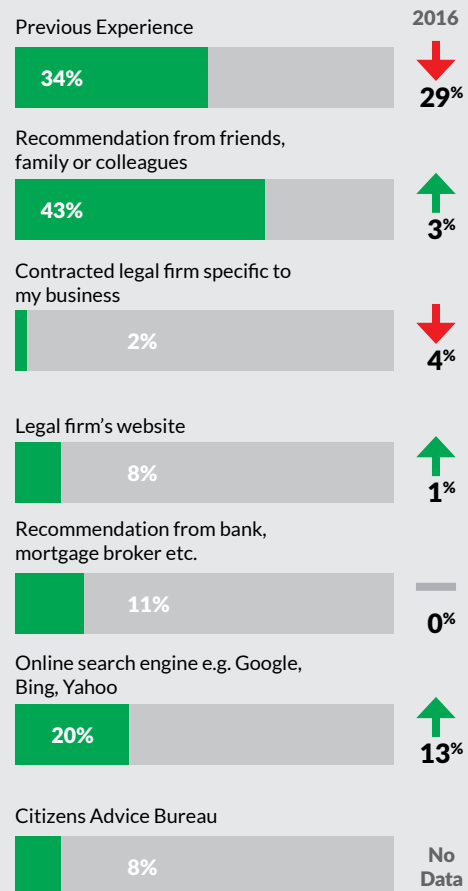
Business Clients



Business clients

Recommendation and experience have dropped since 2016 in favour of using a more long-term relationships with a firms with specific experiences. Also an increase for online searches.

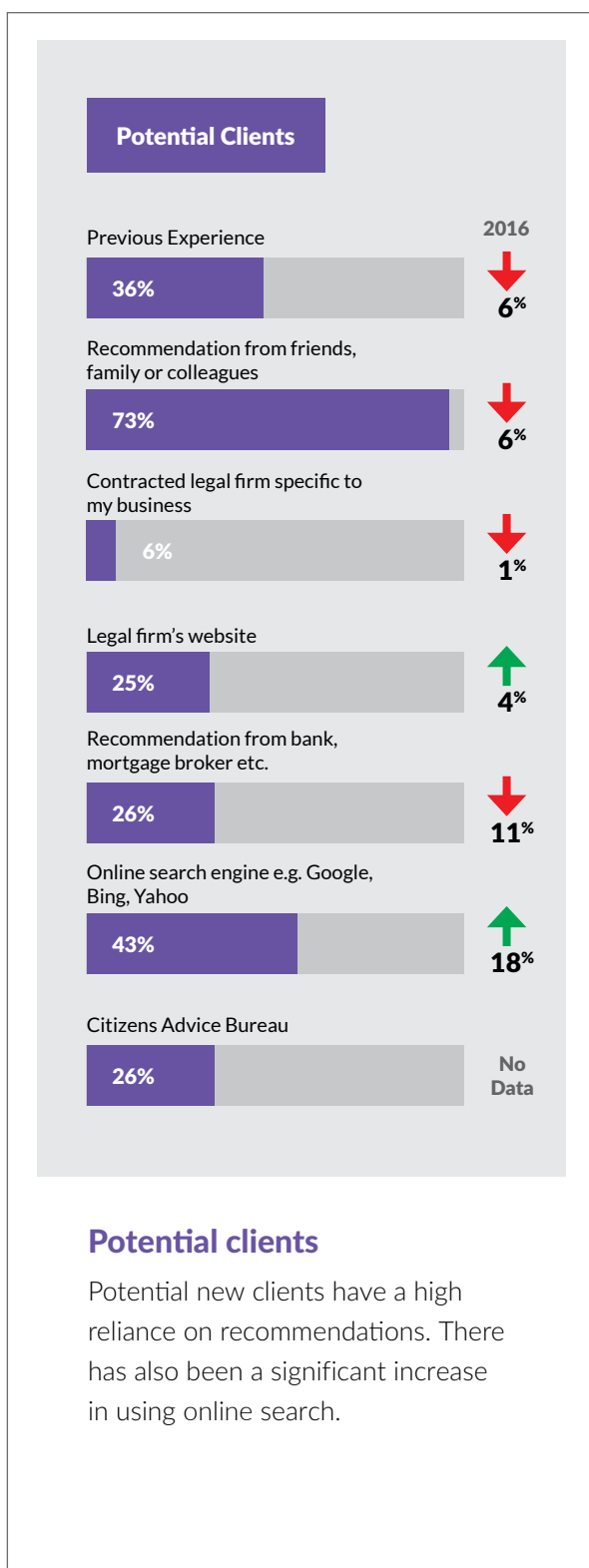
Personal Clients



Personal clients

Personal clients have a high reliance on recommendations from friends and family as well as other trusted organisations. There has also been an increase since 2016 in the use of online search and legal firm's website to research suitability.

Information sources used to find a lawyer



2023 Insight

Business clients are moving more towards developing long-term relationships and previous experience in choosing their law firms. For lawyers this means providing a great service will lead to repeat business and recommendations.

Improving your digital marketing channels should also be a key consideration for improvement as the ease of internet search and comparing reviews often lead to their decisions to contact your firm.

Lawyers wanting to attract Potential and Personal clients must build their network and foster positive and memorable experiences with their current clients to promote recommendations.

Reviewing your digital marketing presence is also vital, ensuring your firm is using online marketing tools to promote your firm.

Key factors influencing your clients in choosing a lawyer

Business Clients

53%

Had the expertise I needed

46%

Explained everything so it was clear and understandable

30%

A clear indication of likely costs/works to fixed fee

25%

Explained the range of possible outcomes I could expect

18%

Charging/fee system clearly explained at outset

Personal Clients

52%

Had the expertise I needed

57%

Explained everything so it was clear and understandable

35%

A clear indication of likely costs/works to fixed fee

23%

Explained the range of possible outcomes I could expect

25%

Charging/fee system clearly explained at outset

Potential Clients

47%

Had the expertise I needed

46%

Explained everything so it was clear and understandable

43%

A clear indication of likely costs/works to fixed fee

32%

Explained the range of possible outcomes I could expect

23%

Charging/fee system clearly explained at outset

Based on the data above, it is evident that your clients prioritise expertise and clear communication when selecting a lawyer. They value lawyers who not only provide legal advice but also explain complex legal concepts in a manner that is easily understood by non-legal professionals.

Additionally, cost transparency, including clear indications of fees and possible outcomes, is crucial for clients to make informed decisions and effectively manage their legal expenses. Cost only becomes an issue at later stages because it was not clearly explained from the outset.

Lawyers who can meet these expectations are more likely to attract and retain clients. By emphasising their expertise, adopting clear communication practices, providing transparent cost estimates, and explaining potential outcomes, lawyers can enhance their chances of securing and maintaining successful client relationships.

2023 Insight

***Ensure all your communications with your clients are clear and in plain English.
Be clear and concise with fees, timelines and potential outcomes and update clients if any changes occur.***

Action Checklist

Key learnings for clients to find and use your legal services

In order to position yourself as the preferred lawyer, we have compiled a checklist based on your client feedback regarding the key factors they consider when selecting legal representation.

Review the checklist and explore ways to incorporate them into your current process, ensuring that you consistently emerge as the top choice for your clients.



- ☐ Build your network of clients and trusted advisors such as accountants and banks, and if possible engage with your local community through local sponsorships and engagement opportunities. Local schools and community Facebook pages are good places to start.
- ☐ At initial appointment ensure you have clearly explained the possible outcomes, fees and charging system and frequency of communication preferences.
- ☐ Always try to use plain English in documents and conversations where possible and provide a glossary of legal terms.
- ☐ For your current clients, reviewing your continued communication plans, do you have one tailored for each client (e.g remembering birthdays, anniversary and sharing relevant news and industry updates)
- ☐ Review your digital marketing plans and budget, ensure you have expertise in assisting with your SEO (search engine optimisation) and SEM (search engine marketing) plan to ensure your firm's is being displayed to your digital audience.
- ☐ Build your firm's social media profile and also your individual LinkedIn profiles, and have a marketing plan that promotes your firm and lawyers.

This is the third 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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