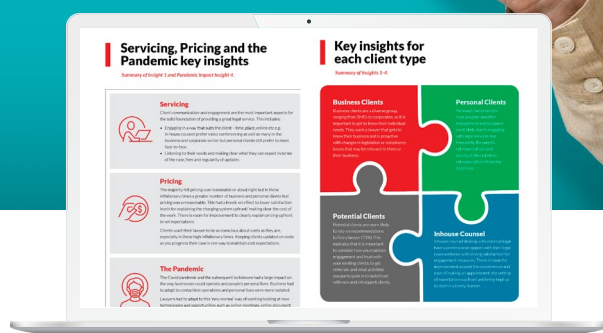


# What are your clients saying about you?



## How to be Exceptional

Part 5-of-6

In 2016, an 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.



# Crafting your professional image in the legal market



Previous experience and recommendations are the most preferred ways to find a lawyer, therefore providing an exceptional legal service will lead to repeat business and recommendations.

Clients top perceptions remain **Knowledgeable, Professional** and **Trustworthy** which you would expect from all lawyers but it is the removing of negative perceptions (**Workaholic, Dull, Intimidating, Arrogant, Aggressive, Egotistic, Unsympathetic**) that will move your service from good to exceptional, making you stand out from other lawyers.

## 2023 Insight

*Review your engagement values to remove the negative attributes and make the client feel like a part of your legal family.*

# Servicing, Pricing and the Pandemic key insights



## Servicing

Client communication and engagement are the most important aspects for the solid foundation of providing a great legal service. This includes:

- Engaging in a way that suits the client – time, place, online, etc., (e.g. in-house counsel prefer video conferencing as well as many in the business and corporate sector but personal clients still prefer to meet face-to-face).
- Listening to their needs and making clear what they can expect in terms of the case, fees and regularity of updates.



## Pricing

The majority felt pricing was reasonable or about right, but in these inflationary times, a greater number of business and personal clients feel pricing was unreasonable. This had a knock-on effect, lowering satisfaction levels when it came to explaining the charging system upfront or making the cost of the work clear. There is room for improvement to clearly explain pricing upfront to set expectations.

Clients want their lawyer to be as conscious about costs as they are, especially in these high inflationary times. Keeping clients updated on costs as you progress their case is one way to maintain cost expectations.



## The Pandemic

The Covid pandemic and the subsequent lockdowns had a large impact on the way businesses could operate and people's personal lives. Businesses had to adapt to contactless operations and personal lives were more isolated.

Lawyers had to adapt to this 'new normal' way of working, looking at new technologies, etc., and opportunities such as online meetings, online document sharing, etc., to ensure they could still serve their client's needs.

# Key insights for each client type

## Business Clients

Business clients are a diverse group, ranging from SMEs to corporates, so it is important to get to know their individual needs. They want a lawyer that gets to know their business and is proactive with changes in legislation or compliance issues that may be relevant to them or their business.

## Personal Clients

Personal clients tend to have a higher need for engagement and guidance, most likely due to engaging with legal services less frequently. Be sure to establish both expectations and pricing clearly from the beginning.

## Potential Clients

Potential clients are more likely to rely on recommendations to find a lawyer (73%). This indicates that it is important to consider how you maintain engagement and trust with your existing clients to receive referrals, as well as the activities you engage in to build trust with new and infrequent clients.

## Inhouse Counsel

Inhouse counsel dealing with external legal have a professional rapport with their legal representative with strong satisfaction for engagement measures. There is room for improvement around the convenience and ease of making an appointment, the setting of expectations upfront and being kept up to date in a timely manner.



## Going forward, what does the future hold?

In-person meetings remain the most popular way to engage with lawyers but online tools are becoming more accepted. This has a lot to do with the Covid pandemic and having to find smart contactless ways to work. Online meeting software is now a useful option, saving on travel time but still being able to see who you are talking to.

Other online tools, such as sharing documents, electronic signatures, etc., are also becoming more common place especially with business and corporate clients as they save time and are more convenient in the business world.

With this rise in online technology, there are high levels of concern for data security and privacy. With the sensitive nature of data being handled and the issue of lawyer-client privilege, it is important that your client's data and communications are protected and systems continuously upgraded against any threats to maintain client confidence.

Generative AI and large language models have the potential to transform the practice of law, but if they are to be fully embraced, they must be accurate with reliable data to draw on.

***The future is here – are you taking advantage of the legal technologies LexisNexis has available?***



Discover the AI solutions that LexisNexis can offer for your Law Firm:

[www.lexisnexis.co.nz/en/insights-and-analysis/legal-artificial-intelligence](http://www.lexisnexis.co.nz/en/insights-and-analysis/legal-artificial-intelligence)



# This is the fifth 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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