

What are your clients saying about you?



What can in-house counsel do better when engaging with corporate decision-makers?

Part 6-of-6

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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.

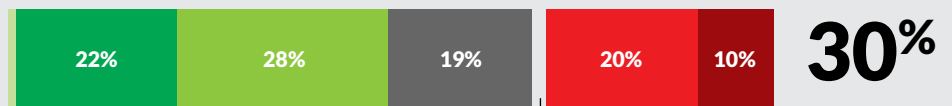
In 2016, an in-depth research was commissioned to provide an overview of the current perceptions and delivery of legal services in New Zealand. We re-commissioned this update of the research in early 2023 to evaluate changes over time and include new insights on expectations on the role of technology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



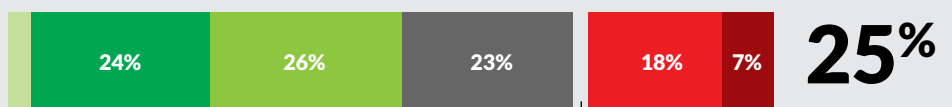
Legal Service Level Expectations

Approximately 75% of corporate decision-makers are satisfied with how their in-house counsel listens, takes time to explain what is required and appreciates their needs and expectations. However, there is some dissatisfaction with in-house counsel not being approachable and talking down to stakeholders or using complicated terms without explanation (30%).

They talked down to me / Used complicated terms without explaining



They were standoffish (not very approachable, or friendly)



■ Strongly Agree
 ■ Tend to Agree
 ■ Neither
 ■ Tend to Disagree
 ■ Strongly Disagree
 ■ NA/Can't Remember

2023 Insight

In-house counsels need to be part of the business team and work with their colleagues for the benefit of the company as a whole.

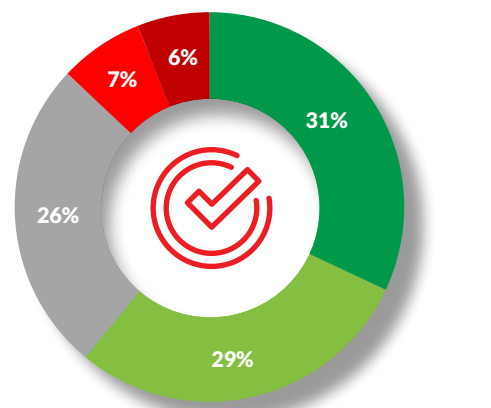
'Listens to my needs, discusses my issues with me, explains in simple terms'

'Do not overcomplicate or overanalyse situations'

Overall Satisfaction

There is appreciation for in-house counsel's business knowledge, advice and when they are engaged in the business. Conversely when in-house counsel make situations seem complex or they do not take the time to engage and listen, this leads to dissatisfaction.

- In-house counsels are invaluable when they are knowledgeable about the business and are proactively engaged with the leadership team.
- 'Understands our business and not just the law'
- 'Engages with us in a friendly manner'
- 'Gives practical actionable advice'



■ Very Satisfied
 ■ Somewhat Satisfied
 ■ Average
 ■ Somewhat Dissatisfied
 ■ Very Dissatisfied

Attributes used to describe In-House Counsel

All clients have a similar perception of lawyers and this is no different for corporate decision-makers and their in-house counsel, with attributes such as Professional, Intelligent and Knowledgeable being held widely.

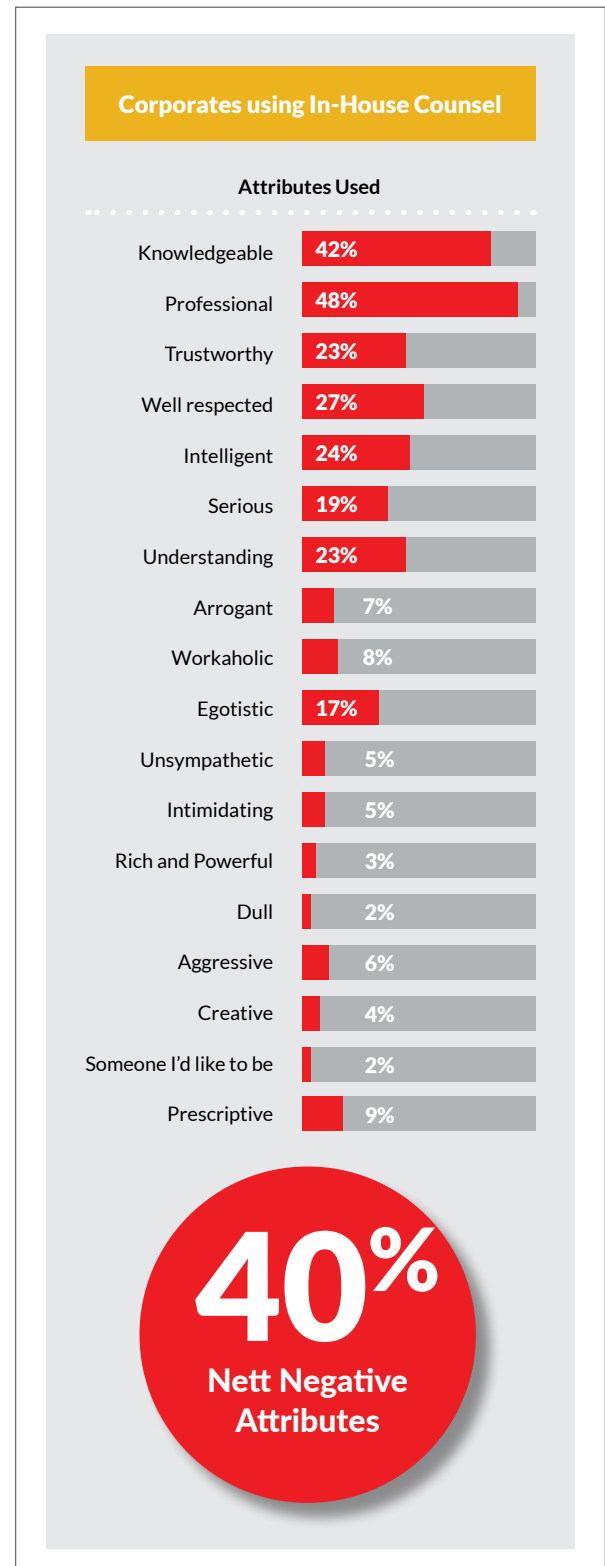
But 2-in-5 corporate decision-makers have a negative perception of in-house counsel compared to 1-in-3 for business clients using external lawyers. Business clients hold legal in higher regard in terms of being trustworthy while corporate decision-makers find in-house counsel egotistical and prescriptive, and this is something in-house counsel will need to address in the future.

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Review your engagement values to remove the negative attributes and make your corporate decision-makers feel welcome and heard. Removing the negative perceptions will move your service from good to great making you stand out in the business for all the right reasons.

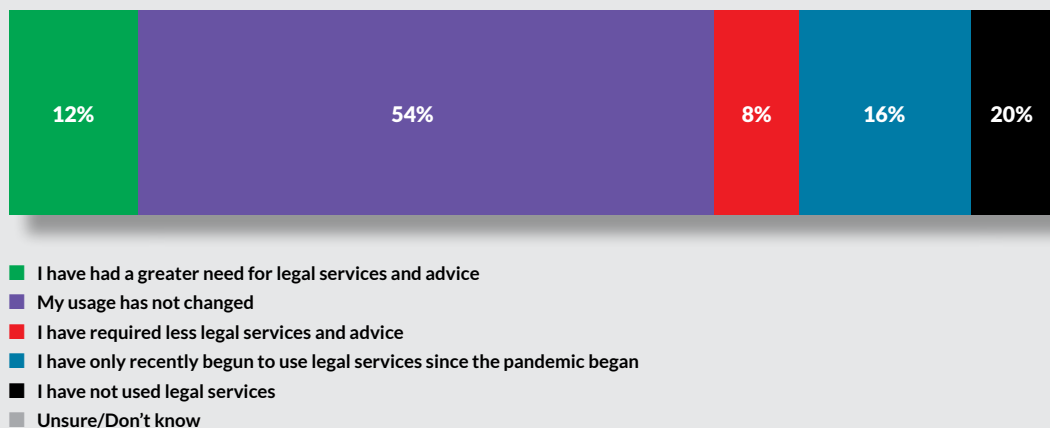


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Innovation in legal services client engagement

How did the Covid Pandemic changed the level of legal services required?



Corporates using in-house counsel had a 12% greater need for legal services as a result of the Covid pandemic, while in-house counsel using external legal had a 39% greater need, due to the specialist nature of the advice required.

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Reasons why the pandemic changed the need for legal service, quotes from respondents:

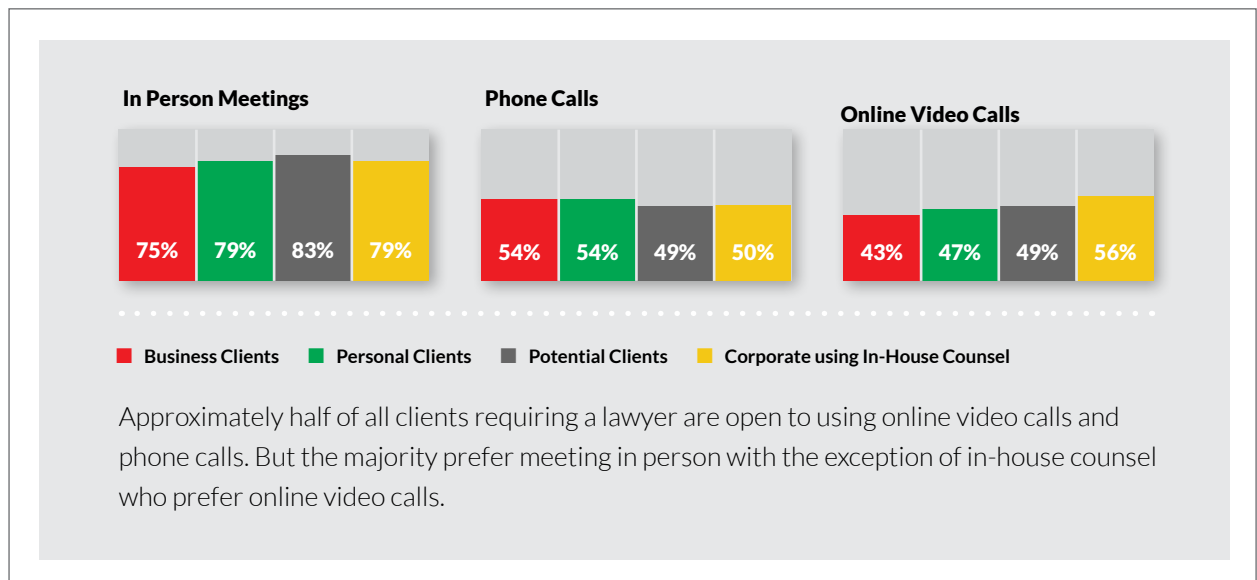
- 'managing vaccine mandates'
- 'vendors getting into trouble resulting in contractual problems'
- 'ensuring Covid-related contract issues for essential workers in our business are properly implemented'

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.

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



Methods of Contact

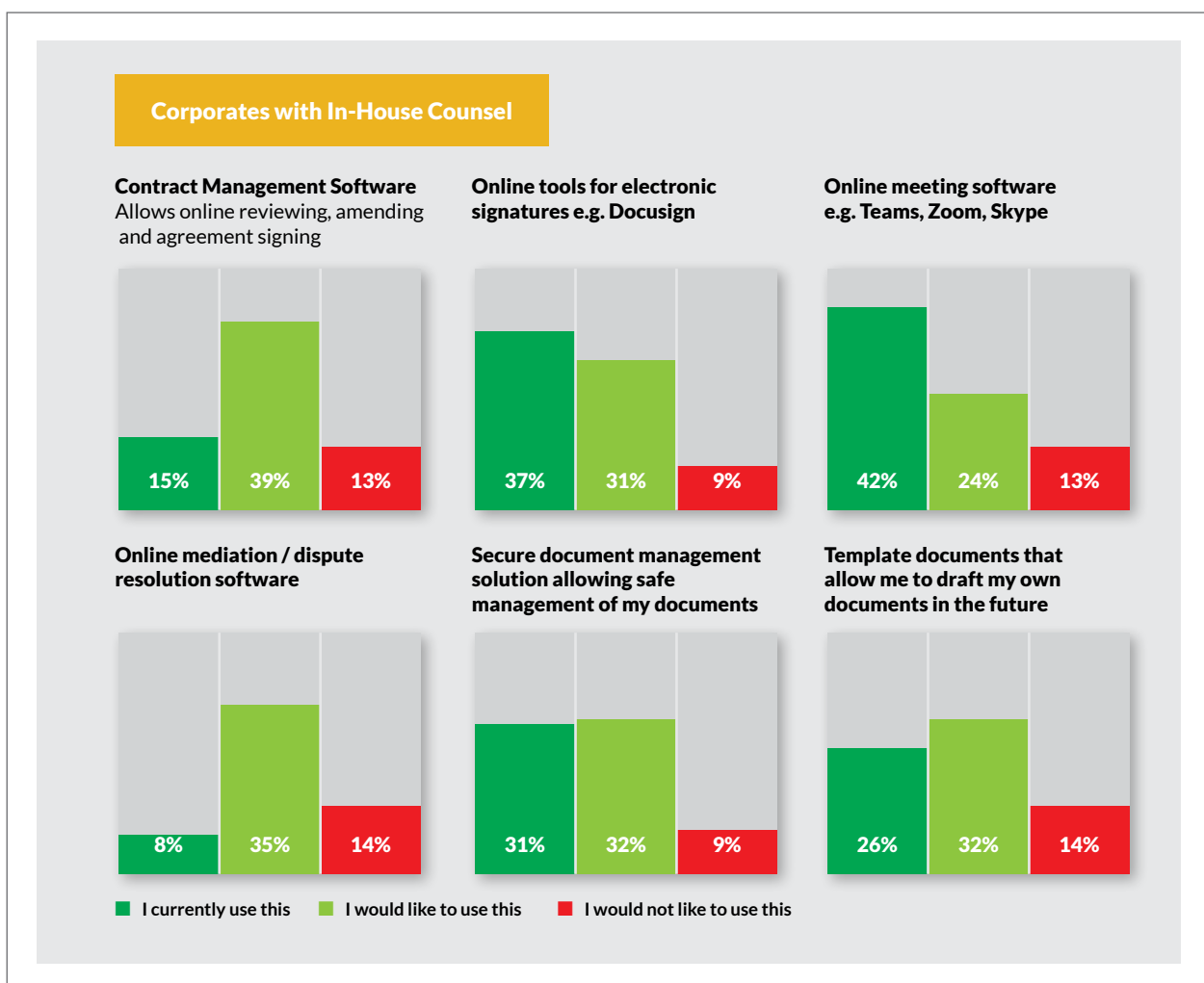


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In person meetings remain the most popular engagement channel for corporate decision-makers. This shows that in-house counsel need to be approachable and make the time to see and understand their internal clients needs.

Technology used by Corporates with In-House Counsel

Corporate decision-makers use and would like to use more technology in their legal transactions. This could be because it is more convenient and saves time. So why aren't these types of technologies being used more? What are the barriers to offering tech driven services? The willingness to adopt technology will have increased over the Pandemic with contactless business offerings having to be the norm but remember to include training on any new procedures you introduce to keep users happy and engaged.



2023 Insight

In-house counsel need to have a range of online tools to satisfy their corporate client's needs, from online meetings and electronic signatures to online document storage that allows documents to be reviewed and amended. Using these technologies should streamline your processes giving a better corporate client experience, but remember to educate your clients to help make this an easy transition.

Online engagement tools

Interest in ways to engage with lawyers

A shared platform where you and your lawyer can both view and edit legal documents **64%**

Helpful overviews of legal basics / FAQs that will help you understand how things work **67%**

Helpful online guides to give you an overview and information about specific legal processes **67%**

Help sheets that enable you to prepare the information your legal representative will need for a case **61%**

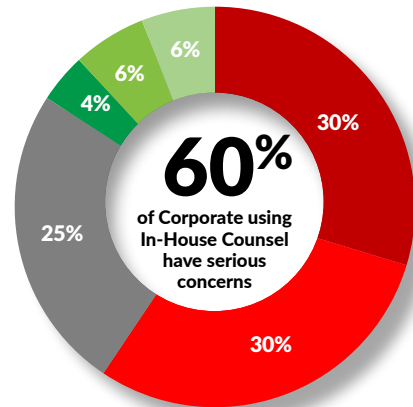
An online portal where you can schedule appointments as well as view and access documents and contracts held by your legal firm / representative **64%**

Corporate decision-makers would find legal help guides and overviews pertinent to their business useful. It helps them understand what is required, collate the necessary information and data, and makes the time spent with in-house counsel more productive.

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Providing practical advice and running regular session on the types of law that are applicable to the business and any potential areas of risk would improve in-house counsel's satisfaction ratings.

Online data security and privacy



Level of concern for online data and privacy

■ 100-80 Extremely Concerned
 ■ 79-60 Very Concerned
 ■ 59-40 Quite Concerned
 ■ 39-20 Concerned
 ■ 20-0 Not Concerned
 ■ Unsure

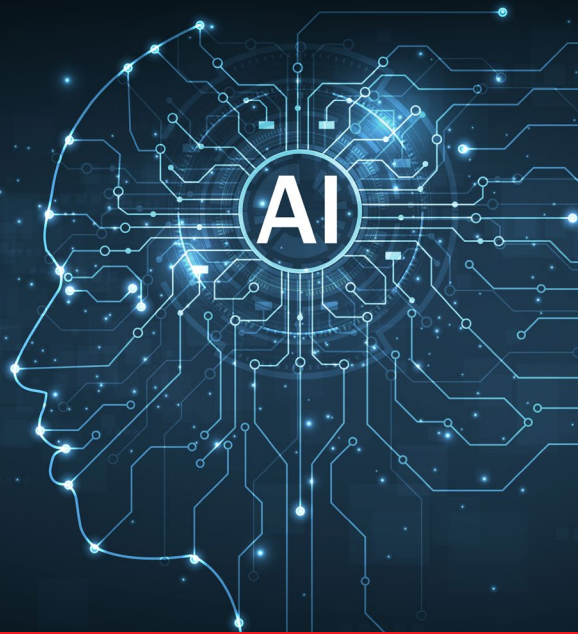
With greater use of online systems in our business and daily lives, we assume that our personal data is kept safe. It is only when there has been a data breach at a large organisation do we contemplate our privacy online. Having robust and regularly reviewed processes for your data storage is imperative no matter how large or small your firm, it is all about trust and reliability.

30% of corporate clients were extremely concerned about their data security, which is marginally better than clients using lawyers. However, in-house counsel using external legal services are twice as concerned about their data being secure and private.

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As a business, if you are using online technology, ensure you have robust processes in place that are regularly reviewed to maintain the security and privacy of that data.

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



Discover LexisNexis AI solutions:

<https://www.lexisnexis.co.nz/en/insights-and-analysis/legal-artificial-intelligence>

Going Forward

In-person meetings remain the most popular way to engage with in-house counsel 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 allowing you to see who you are talking to.

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

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

How to position yourselves

Top perceptions remain knowledgeable, professional and trustworthy which you would expect but it is the removing of negative perceptions that will move your service from good to great. Review your engagement values to remove the negative attributes to make your corporate colleagues feel welcome and comfortable in the legal space.

Action Checklist

Key learnings for in-house counsel

To continually improve the in-house legal service to your corporate decision-makers, we have put together a checklist. Think about the items on the checklist and how you can add these into your current process to ensure you deliver a great customer service every time.



- ☐ Make sure you understand the business and how the law relates to it.
- ☐ Be friendly and approachable, get to know the corporate decision-makers.
- ☐ Actively engage with your corporate decision-makers providing legal guides and practical sessions on the types of law applicable to the business and their roles.
- ☐ Explain the legal situation in business language not legalese.
- ☐ Look at the new technologies available and develop processes to incorporate into your ways of work:
 - Contract management systems
 - Secure online document storage
 - Online tools for electronic signature
 - Online meeting software
- ☐ Some education may be required when adopting new methods of work, so remember to add this into your business process to make it an easy transition for all.
- ☐ If you are using online technology, ensure you have robust processes in place that are regularly reviewed to maintain the security and privacy of that data.

This is the sixth 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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