



WEIGHTMANS MATTER FEEDBACK

SUMMARY OF LAST YEAR'S MATTER FEEDBACK RESULTS

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Acritas
Part of Thomson Reuters

Overview of programme

Weightmans would like to take this opportunity to thank all of its valued clients who have contributed to the firm's matter research over the past two years. With business practices rapidly evolving, and the nature of advice sought shifting in response to the COVID-19 pandemic, it is more critical than ever that law firms seek feedback from clients to ensure that services are well aligned to market needs.

Weightmans has a long track record of investment in client feedback research and is committed to understanding its clients' diverse needs to continually improve client service. The firm is now in its second year and seventh quarterly wave of matter research, a key element of its portfolio of client listening which helps the firm understand perceptions of service at the individual matter level, to complement the feedback it also captures at the relationship level. We are also very pleased to report that the survey was successfully extended to include private clients this year.

Weightmans has asked Acritas to share these findings with you in recognition of your kind assistance. The firm welcomes your feedback on this report, as well as your experience of the matter feedback initiative more generally and is keen to foster discussion in the future so that it can continuously develop its service to better meet your needs.

Key facts and figures

7 waves of matter feedback completed	
240 client organisations participated	444 completed surveys returned
1000+ pieces of open-ended feedback	5,200+ feedback scores

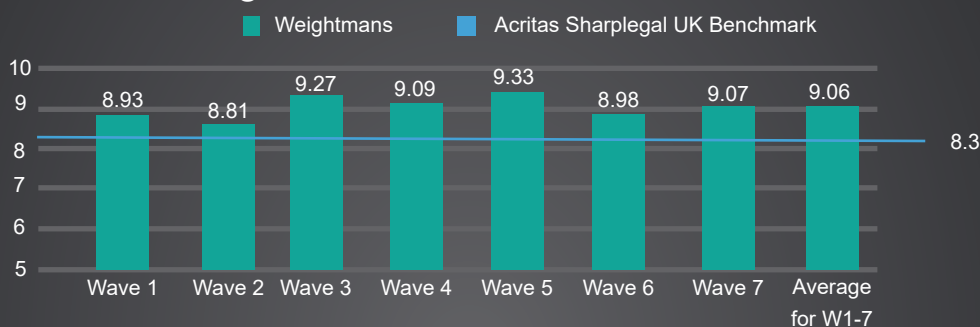
If you have any questions, please don't hesitate to contact:

Lorraine Clancy (lorraine.clancy@weightmans.com) or
Tom Kelsey at Acritas (tom.kelsey@thomsonreuters.com).

Key Findings

We are pleased to report that Weightmans' overall satisfaction scores have remained very strong into the second year of the matter feedback programme, averaging over nine out of ten over 444 survey responses, with less than 2% of respondents providing a score below seven out of ten for satisfaction. This tracks well above Acritas' UK market benchmark for law firm satisfaction.

Weightmans Overall Satisfaction



Weightmans' Net Promoter Score¹ remains significantly higher than Acritas' UK industry benchmark, averaging +80% over the seven waves of research, with very few detractors, and 82% giving a score of 9-10 out of 10 for their likelihood to recommend the firm.

Despite the positive satisfaction scores, Weightmans is always keen to hear about areas that can be improved as it strives to develop its offering to clients. The 2018-19 matter feedback results did identify responsiveness as an area where a minority of clients wanted to see improvements, and as such has been a key focus area over the last year.

The firm is grateful for this feedback from clients, and reassuringly, the number of clients highlighting this has reduced by 50% in the last year, with feedback scores for responsiveness showing a steady improvement from last year to this year, along with similar improvements in a number of key areas:

Average scores out of 10	2018 - 19 combined	2019 - 20 combined
Speed of response	8.7	8.9 ↑
Charging a fair price	8.5	8.7 ↑
Understanding your business	9.0	9.0 —
Strong sector knowledge	9.1	9.2 ↑
Quality of legal advice	9.2	9.3 ↑
Commerciality of approach	9.0	9.1 ↑
Meeting expectations	8.9	9.1 ↑
Delivering work efficiently	8.9	9.0 ↑

Being able to maintain a responsive service during the recent challenges of lockdown and remote working has been a key goal for the firm, with efforts made being vindicated by above average responsiveness scores during the last wave of feedback (undertaken during lockdown).

¹Disclaimer: Net Promoter, Net Promoter Score, Net Promoter System, and NPS are trademarks of Satmetrix Inc., Bain and Co., and Fred Reichheld.

Future Focus

Weightmans hold all feedback delivered through this programme to be of utmost importance in providing the best possible service to clients. As such, Weightmans is keen to act on the specific feedback provided. Over the last few waves of the research a small number of clients outlined desired improvements around billing processes, which will be an area of future focus. Providing regular updates regarding costs throughout a matter and ensuring that billing processes are communicated efficiently are key elements of service on every matter.

In addition, the firm has several key focus areas which it wants to share with its clients:

Client listening programme - in addition to the matter feedback survey, Weightmans is investing further in client listening, and will be looking to understand key clients' strategic priorities for the months ahead, and better understand how it can support its clients during this unprecedented period.

Client relationship management - Generator is Weightmans' client relationship management programme, recently extended across the firm to deliver client service excellence at all levels. Some of the key objectives of the programme are to:

- ▶ embed CRM as the cultural norm in the firm
- ▶ support the retention and growth of firm wide client relationships
- ▶ create a systematic and centralised approach for the creation and sharing of new ideas, new product development, insight, competitor intelligence, innovation and new technologies across new and existing clients.

Client centred approach to innovation is very important to Weightmans and has been a large area of investment. Projects are well underway in conjunction with commercial and academic partners and Weightmans is looking forward to delivering more innovative solutions to help solve clients' legal problems.

Weightmans' COVID response is to ensure clients know Weightmans' people are working as normal and can continue to support clients and their businesses as they respond to the COVID crisis. The firm is stringent in meeting requirements around information security, Data Protection, health & safety and client service whilst either homeworking or returning to the office.

We hope you will continue to find the time to participate in the survey and would like to thank you again for your time so far.

If you have any questions, please don't hesitate to contact:
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Tom Kelsey at Acritas, part of Thomson Reuters
(tom.kelsey@thomsonreuters.com).



Acritas, now part of Thomson Reuters, is the leading provider of market research in the global legal industry. Its annual market studies with in-house legal departments and top law firm talent provide a bedrock of data to help law firms and legal services providers develop strategies which will enable them to gain competitive advantage. In addition, Acritas provides custom research and consulting services from its offices in the UK and the US.

For further information on how Acritas can help you and your firm, please contact Jo Summers at jo.summers@thomsonreuters.com or +44 808 178 3020.

We look forward to hearing from you.

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