

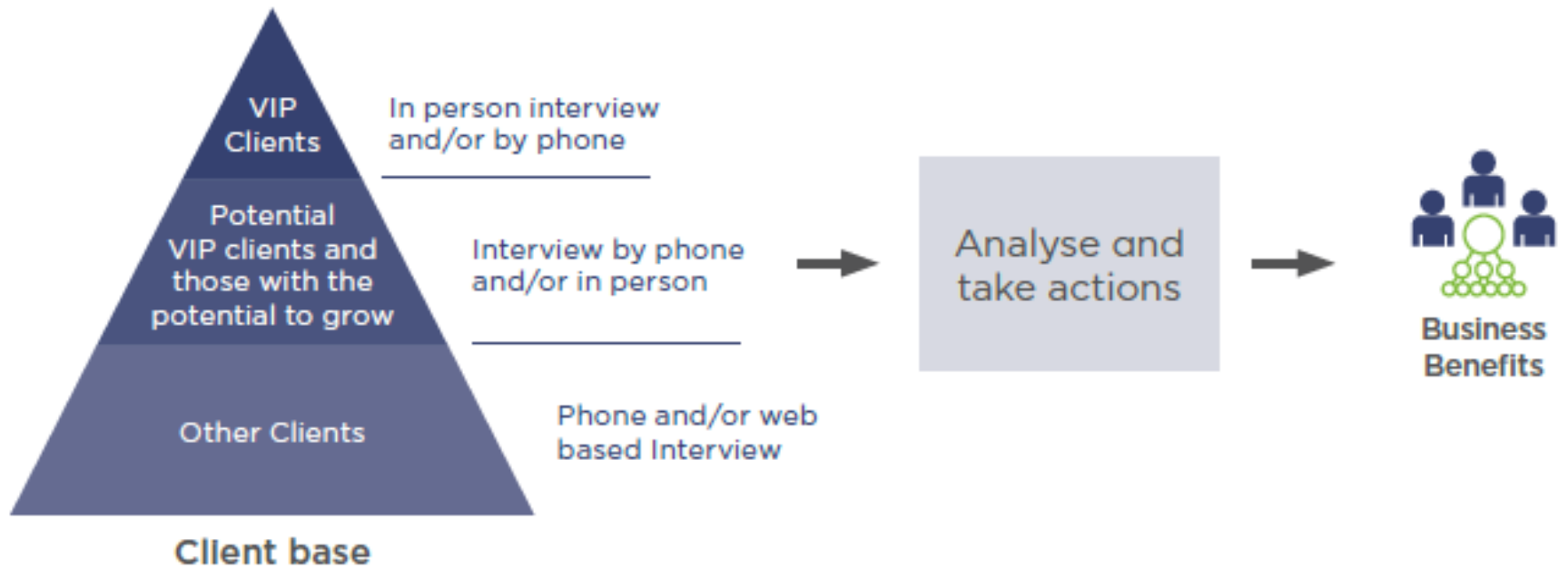
# Using the voice of the client to feed predictions of client growth or jeopardy in firms

Derek A Jones

Subset of slides

# Agenda

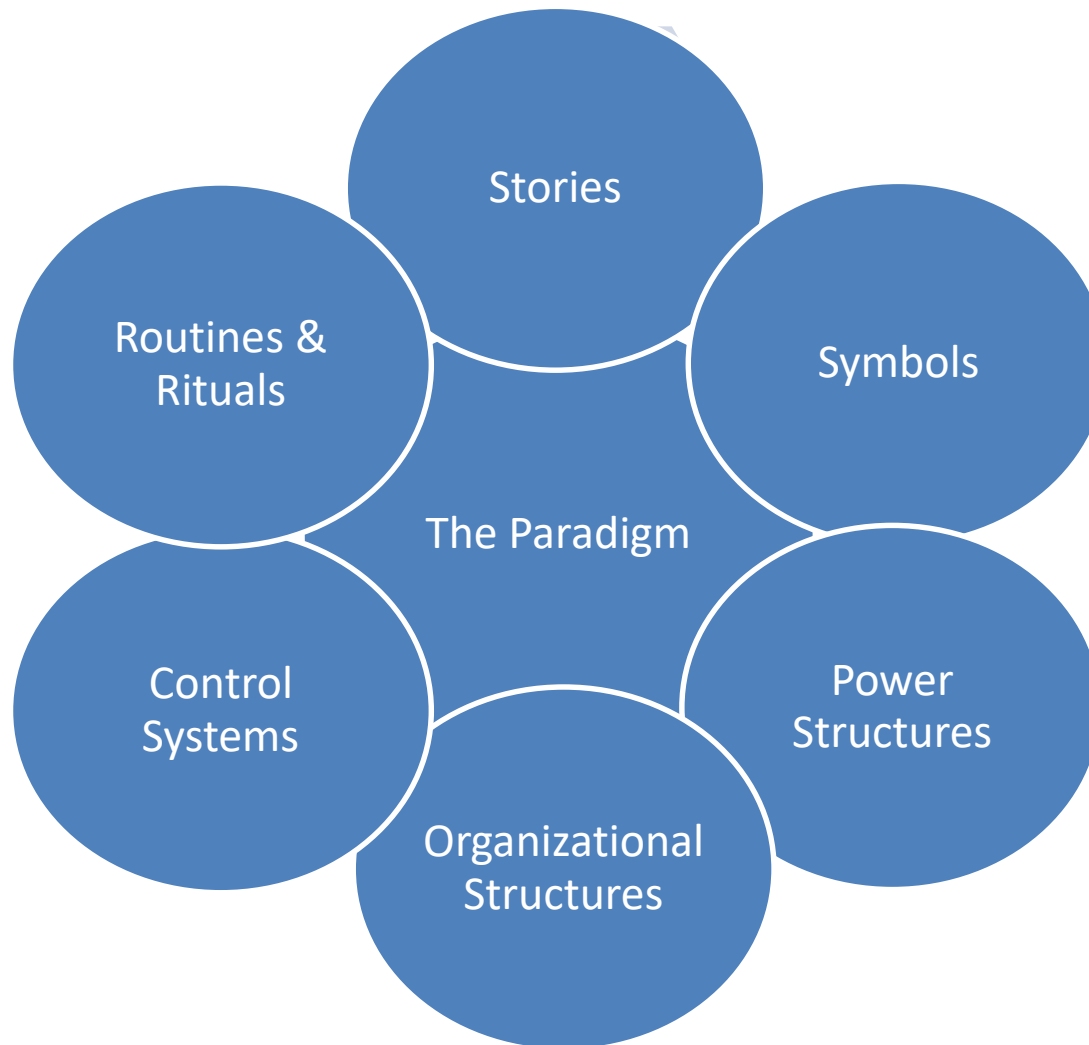
- Using client feedback – gaining buy-in, implications for firms, management teams and lawyers
- Big data
- Changing roles
- Growth or Jeopardy?



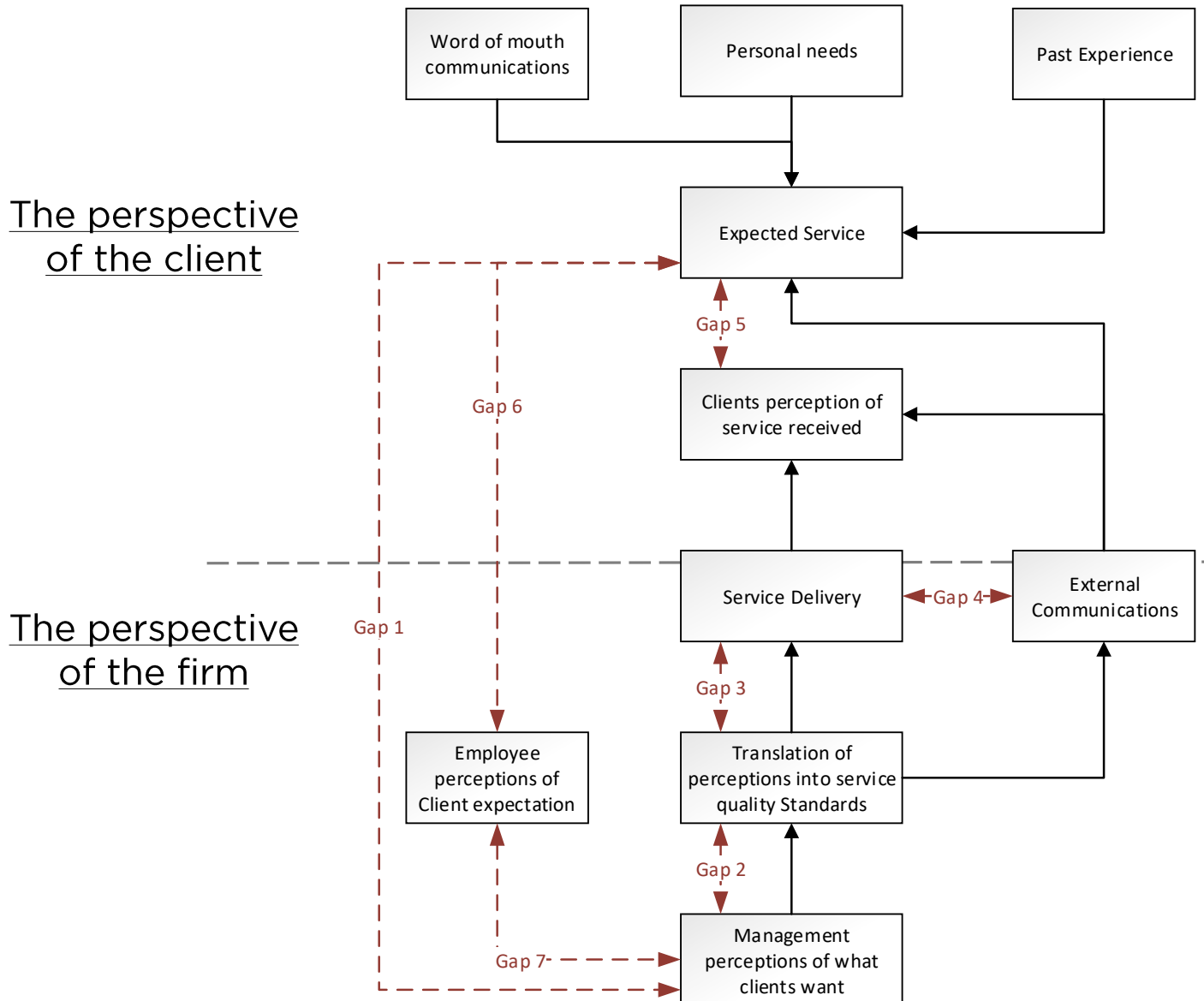
# Business Benefits

- Client success stories
- Show clients that you are listening
- Clients feel valued
- Build loyalty
- Teams valued for the contribution
- Staff empowered and informed
- Identify new business opportunities
- Mitigation of risk

# Cultural Web



# Servqual Model



# Changing Roles

# Questions for leadership

- Who is the ultimate owner of the feedback?
- How can the C Suite collaborate to effect change?
- What are the different audiences for the content?



# Different audiences for feedback



## Superior Service



## Experience and Accreditations



## Professional and Trustworthy



## Contacts

Derek Jones  
Founder and CEO  
+44 1234 759847 (d)  
+44 777 07 44 815 (m)  
derek.jones@acuigen.com

Chris Lang  
Programme Director  
+44 1234 759848 (d)  
+44 7900 278 746 (m)  
chris.lang@acuigen.com

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