

Incredibly Delighted Clients

The traditional hourly billing model creates an adversarial relationship between lawyers and their clients. Focus on the client's issues and delivering value, instead of tracking hours, to build strong, long-standing relationships with clients.



CHALLENGE

NPS in the legal industry averages 26 on a scale of -100 to 100. Unhappy clients typically are not repeat clients, which means firms must continually be on the hunt for new clients as existing clients finish engagements. Thrilled clients, on the other hand, tend to become long-standing / repeat clients, and refer other ideal clients to the firm.



SOLUTION

The firm implemented the radically client-focused [A]OS approach, putting the client in control of the scope, pricing and pace of the engagement, and investing time in cultivating deep client relationships throughout the life of the relationship. The firm also consistently measures client (and team) satisfaction through Net Promoter Score (NPS) surveys, and takes action on both positive and neutral/negative feedback.



RESULT

The firm's client NPS scores have consistently been in the 90s, averaging 94.2 for the period from July 2016 through August 2022.



"I am typically completely overwhelmed when it comes to dealing with legal aspects for my business. [You] made it painless, clear and concise! Their business model allowed for us to work through a contract until completion rather than billing for every question and tweak along the way."

- A THRILLED LAW FIRM CLIENT



ADVOS PRO

MEASURE WHAT MATTERS