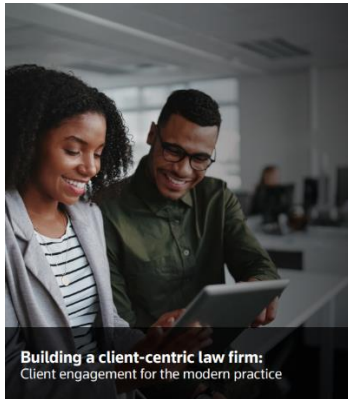


Building a Client-Centric Law Firm : Client Engagement for the Modern Practice



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Whether a law firm is large or small, they share certain imperatives. There are those things that keep the business afloat, of course. But there are also those things that clients expect of your firm and your experience. Some of these must-haves come down to basic customer service. Concepts and behaviors as essential to law firms as they are to restaurants.

But in the largely remote modern era, law firm client engagement has an undeniably technological component. So, where does your firm fall on the client engagement spectrum? It's been over a year since the world went virtual. Are you still making do with what you have, or are you actually living up to client expectations?

Read on to discover:

- The core elements of client engagement in today's legal market
- How client data can unlock opportunities for your firm to add value
- The connection between client engagement and true efficiency
- How one firm is using technology to tailor its service offerings for the changing market

It's a prerequisite: before you can "win" anything for your clients, you first need to win their business. A clear view of your ability to meet their expectations is where it all begins.