

# CLIENT CASE STUDY

Law League  
performance & compliance, measured

Volume 1/Issue 4/Autumn 2013

FBC MANBY  
BOWDLER

WEST MIDLANDS BASED

35 PARTNER FIRM

ACTIVE FROM JUNE 2013

[www.fbcmb.co.uk](http://www.fbcmb.co.uk)

fbc  
manby  
bowdler.

S O L I C I T O R S

## *One firm's journey from an "archaic paper based survey system" to business critical feedback system in 6 months*

Understanding how client feedback can add to the development of its processes and systems has enabled FBC Manby Bowdler to deliver on the Quality Client Experience promise it makes. However it has only been recently that the Firm has been able to implement appropriate measurement techniques to enable them to really understand clients' views of the service and advice provided.

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*"There wasn't a formal process ... no meaningful evaluation of feedback."*

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Some years ago use of its archaic paper based survey system was stopped, the Firm recognising that the feedback process needed to be far more innovative. At that time "There wasn't a formal process, nothing really came back into the marketing department and there was no meaningful evaluation of feedback. Any completed questionnaires received were acknowledged, any appropriate action taken and then this feedback was attached to the file and archived." says Laura Jones, Marketing Manager of this West Midlands based firm. "The process needed to be integrated within the Firm, enabling everyone to understand its importance and, more importantly, act on the results."

Without any survey in place FBC Manby Bowdler relied on anecdotal feedback to judge the health of its client relationships. But a longer term solution to collecting feedback was required.

"Following the launch of the Firm's Client Service Charter in April 2013, we recognised that it was even more important for us to be able to measure how we were keeping our service promises. We knew we required a robust client feedback system to help us to understand what clients thought of our service and to help us identify any service gaps in the customer journey."



FBC Manby Bowdler: "The differentiator is the service offering"

*"Bills are getting paid sooner. It seems to have happened at the same time as we have been prompting clients to think about the job we have just done for them."*

Niall Blackie, Senior Partner of FBC Manby Bowdler on Law League

## Find out more

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## MOVING TOWARDS FEEDBACK

The introduction of LawNet's Excellence Mark, and with it Law League's client feedback survey, could not have been more timely. Laura was able to progress the Firm's client feedback project using the Law League survey in combination with a mystery shopping facility to evaluate feedback.

When asked whether the size of a firm and/or its culture affects the implementation of a feedback programme, Laura said "There needs to be a real understanding of how beneficial client feedback is in improving what law firms do for their clients. It is now a given that law firms have the technical legal expertise required. The differentiator is the service offering. The feedback we now access as a result of the tools provided to us by Law League helps us to develop a better understanding of how, if used in the right way, it can help us to stand out as one of the best legal providers in our region."

## IMPLEMENTATION

Laura has included the client feedback exercise in the file closure process, thereby automating the way the survey is sent out and ensuring a consistent approach across every department.

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### *Survey invitations are sent out **after** the bill*

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Invitations to participate are sent out either by email or via post with hard copy results being logged to their Law League dashboard internally. Fee earners are encouraged to gather clients' email addresses and this is how the majority of surveys are distributed. Survey invitations are sent out *after* the bill. By doing this the Firm can disassociate a client's reaction to costs with their assessment of the overall service experienced. To date the survey process has generated a robust sample size providing useful feedback for all service areas.

All of the Firm's clients are asked to participate in the survey but fee earners are able to suggest an opt-out which is assessed by Laura. Every fee earner is aware of this process and their views are taken into account. Laura sees this point as important because she appreciates that engagement and buy-in is required to ensure the success of the process.

Laura ensures that positive comments regarding a member of staff are emailed not only to the person concerned but to their Head of Department as well. She is hoping to formalise this as part of a HR process to ensure all feedback is recorded and attributed to annual Personal Development Plans.



Kim Carr: recipient of LawNet's "Mark of Excellence" award 2013 for the provision of a quality service

*"There is nothing quite like a sound evidence base to underpin confidence"*

Niall Blackie, Senior Partner of FBC Manby Bowdler on Law League

## IMPACT ON THE BUSINESS

The Marketing Team access their Law League results dashboard every day to monitor responses. Any positive and negative responses responded to accordingly and all clients who give their details are contacted and thanked for participating in the feedback project. This been well received by clients and, in many cases, has facilitated an in-depth conversation around the service received. Survey results are shared with Heads of Department formally on a quarterly.

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*Law League is "helping us to develop a multi-tiered client relationship management strategy"*

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Asked if Law League has made a difference to how feedback is monitored and used, Laura says that "the whole Law League package is incredibly useful. It has provided us with a readymade client feedback system which is ultimately helping us to develop a multi-tiered client relationship management strategy."

In particular, Laura mentions the ability to track feedback on an individual and on departmental levels. Law League allows her to identify "key trends across service areas".

The Law League system is, Laura says, "intuitive, intelligent and easy to use". She sees the ability to capture testimonials via the survey as key to providing independent validation of the client experience offered by FBC Manby Bowdler.

"The feedback generated by the Law League client survey is fundamental in the development of our service delivery and integral to the strategic development of the Firm." said Laura in summary.

And it's working. On 8 November 2013, Kim Carr (Managing Partner, FBC Manby Bowdler) was presented with the "LawNet Mark of Excellence Award" in recognition of the Firm's commitment to proven excellent client service, a trend that FBC Manby Bowdler looks set to continue.

Our thanks to Laura Jones for her participation in this case study interview. If you would like to find out more about how Law League could help your firm to measure both performance and compliance through client feedback please contact Rayne Tompson on 01373 814773 or use one of the online methods below.

## Contact Us

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