

## **This Month**

- **Great ROI and upping**
  - **The firm's profile**
  - **New enquiries**
  - **Conversion**
  - **Client and prospect communication**
- **MI and Staff Engagement**
- **Client engagement**

Last month I identified some key business challenges that all firms need to consider starting with the business strategy, business plans, business performance and including the firm's profile, on boarding of potential new clients, maintaining and developing existing clients, efficiency, the right resources doing the right thing, outsourcing for skills and financial management of peaks and troughs, management and supervision the right information (profitability and cash flow) and right styles, maintaining effective communication with clients, continuous performance and projection review – all whilst being secure and compliant.

During the last month I have done some research and in this month's article I have highlighted some potential suppliers and routes to success in all of the above – all should be considered. There are of course other suppliers too but also remember to take care in selection.

In every situation a very straightforward case of Return on Investment is available. It is not just marketing costs or IT overheads it is sensible pragmatic investment.

Conversion of 65% of 500 on line enquiries per month at say £750 per file equates to £240k per month or £3million for 12 months which at 60% GP is worth £1.8m to gross and net profit over 12 months. Feel free to flex the numbers but the return is obvious.

I am starting with the considerations for the firm's profile and the effective on boarding of new and retention and development of existing clients.

### **Web Site and on boarding**

Picking on one topic that has had a big impact on me, the profile of the firm is critical and a somewhat underestimated contributor to this is the web site and the past year has not proven this to everyone. Too often web sites have been designed and can look very pretty but like other marketing material they have also to take into account the strategy, the product marketing plan, the marketing plans with ease of use for clients and potential clients and the right messages. We need web designers that understand marketing and business issues.

Who when landing on the web site these days is going to be interested in the fact the firm was founded in 1558 (Elizabeth 1<sup>st</sup> to the throne ascended) and is still managed in the same way. People need to know what is in it for them in communicating with the firm and the fact that the firm is modern, up to date with the world and has the right sort of moral/social conscience.

The web site needs to reflect the strategic image of the firm and when an existing client as well as a potential client visit they need to be impressed with early visibility of key messages about the current priorities in market place, testimonials from happy clients and even the fact that the firm is growing and recruiting.

One of the leading UK web design and management organisations for legal in the UK is [www.conscious.co.uk](http://www.conscious.co.uk) who recognize that web sites are all the rage and recognise that with the

growth of digital (don't forget LinkedIn) the web site over the last year has become even more important.

Whether it's investment and perpetual review of SEO to ensure quality traffic is being driven to your website or improving how your website then converts that traffic into leads and reputation for your firm, keeping up with changes to the Google algorithm are vital.

Google regularly updates how its algorithm works and the upcoming change is known as **The Google Page Experience Update** (or as the web industry calls it, the Core Web Vitals update) and is a topic that Conscious Solutions has written about on its blog. Using their 17+ years of working to help law firms make more money from their website, Conscious have been able to distil a complex subject into a practical guide for law firms. <https://www.conscious.co.uk/site/blog/seo-blog/google-page-experience-update-and-how-will-it-affect-my-site>

When you click on the "news" tab of a law firm's website, and the last posting dates back to 2018, or there is no recent or topical news, then what conclusions do you think a client or prospect might draw?

Sadly, they will probably conclude that you are not the law firm they want to engage, but rather they will probably think that you don't care enough to look after one important aspect of your business, or worse, that you are not in tune with latest developments, or even worse – if you can't be bothered to look after this simplest of activities, how can you be trusted with even more important tasks!

[www.legalrss.co.uk](http://www.legalrss.co.uk) can help you with this small, but important area of your business, and their seamless legal news feed, direct to your website ensures that whenever anyone looks at your website they see something that properly reflects the image you want to, and need to, portray about the firm.

And the cost – not much more than a chargeable hour's worth per month for up to 60 well-crafted articles across all legal disciplines. Links: Contact: [greg.best@legalrss.co.uk](mailto:greg.best@legalrss.co.uk)

[www.perfectportal.co.uk](http://www.perfectportal.co.uk) is the digital onboarding and client-centric solution for law firms. Enhancing client experience with a fully branded mobile app that supports every area of law with integrated features from VOI, VOF, payment on account, e-signatures, matter updates as well as the completion of TA forms.

There are new business efficiencies across all departments with website lead intake forms, conveyancing quote calculators and smart dashboards to ensure nothing slips through the cracks.

The business has experienced exponential growth during the pandemic, with an increase of 63% in new users and 198% growth in the number of branded mobile apps created for law firms.

There is specialist integration so the software can be synchronized with the UK's most popular software solutions.

They have recently unveiled additional integrated features that enable a streamlined, seamless digital onboarding process in which new clients can perform verification of identity & funds, electronically sign TA forms & more: all through the medium of a firm's tailored mobile app.

[www.smartsearch.com](http://www.smartsearch.com) is a leading UK provider of anti-money-laundering software. Its anti-money-laundering verification platform conducts individual and business searches, both for the UK and international markets with automatic worldwide sanction and PEP screening.

It states that it is the only organisation in the UK with the ability to verify individuals and companies in the UK and internationally all in a single platform via a browser or API, with full Sanction, PEP and adverse media screening, and then ongoing monitoring.

There are 5,000 client firms and 45,000 users, enabling compliance with the latest AML regulations and fulfilling AML, Customer Due Diligence (CDD), and Know Your Customer (KYC) compliance obligations.

With no requirement for clients to provide identity documents, Smart Search automated verification approach is significantly more convenient for both users and their end customers, with individual AML checks taking two seconds from start to finish, while business checks take less than three minutes. For more information, please visit

[www.virtualsignature.com](http://www.virtualsignature.com) enables client completion of data fields on your website, beginning the fast, efficient onboarding process, dynamic, responsive forms allow clients to submit responses from any device, improving data accuracy and speed of response. Integration into multiple existing core systems means no re-keying of data and seamless automation. Qualified eSignatures, meet compliance requirements, with full activity audit trail. ID verification, including document upload, liveness facial recognition with NFC chip verification, meeting the latest (Mar 2021) HMLR guidance and AML checks, PEPs & Sanctions. Fairly obvious ROI with elimination of much of print and posting costs and associated administration overheads

### **Management Information and Supervision and Staff Engagement**

With all of the activities referred to above and the drive for additional revenue and profit along with staff commitment having data to oversee and review and change priorities and actions. Yes we have our PMS and CMS systems with reporting and KPIs that are improving but we really need more to stay in control and drive exploitation and manage recovery.

<https://katchr.com/> is a law firm-specific BI solution, designed specifically to meet the needs of SME law firms and in use at over 80 firms across the UK.

It is delivered as a complete working solution – not a toolkit. Katchr can integrate with any legal PMS or other data source, is fully customisable, and is delivered by a company that only works with law firms and therefore really understands what firms need.

Law firms working with Katchr benefit from improved fee earner performance against targets, hugely reduced time in preparing and distributing reports and financial analysis, instant access to information from anywhere, and great support from the Katchr team.

Katchr integrates with all the current leading Practice Management systems, including Aderant Expert, ALB, Proclaim, Elite 3E, Linetime Liberate, Peppermint CX, SOS Connect and Tikit P4W. It is easy to implement without demands on the firm's IT

[www.weekly10.com](http://www.weekly10.com) Research shows that 66% of all employees are disengaged at work. Weekly10 tells you where your team is mentally, wherever they are physically.

If the pandemic's taught us anything it's that we're human. As humans we crave regular connection and feedback to feel like part of the team. But that regular cadence of communication has felt stilted and awkward, almost transactional, over Teams or Zoom. It's hardly surprising that people feel removed from their managers and colleagues, and unable to raise issues or shout about the great work their peers are delivering. "Can I have a quick word?" doesn't translate well to video.

That's where a Weekly10 check-in helps. It gives your team that regular space to update their manager on how they're feeling and performing. It's a dedicated place for them to celebrate their own successes, reflect on failures and give kudos to others. It helps managers to spot early signs of bigger issues that may go unchecked in day-to-day tasks. Goal or OKR progress can also be included so each team member (and their manager) knows how they're performing and contributing to the company's success. Companies with engaged people outperform their competitors on every important metric: increased profitability and customer experience, and reduced absenteeism and attrition.

### **Client Communication**

Fulfilling a demand from clients these days and saving fee earners communication time [www.in-case.co.uk](http://www.in-case.co.uk) was one of the first mobile applications dedicated to automatically advising clients on the process of their cases with seamless integration with CMS systems. Happier clients and lawyers.

Subsequently it has been further developed and now includes electronic signing, digital form filling, the very latest biometric ID checking along with proof of funds checks.

The app has clear client benefits that will improve communication, build trust and reduce stress for all parties. Firms using inCase have reported on average 4.7/5 satisfaction rate for clients.

### **Next Month**

- **Aids to operational performance at the same time as cutting costs and adding flexibility.**
- **Document management solutions again cutting costs and enhancing availability.**
- **Outsourcing for peaks and troughs and enhanced client service.**
- **Key infrastructure enhancements with the right sort of contracts**

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