This Month

- **Brand and Image**
- **Asset Value Enhancement & Client Interface**
- **Let's Not Forget**

Following last month's article with a load of proposed management actions to be considered during holiday breaks – The Messenger July 2025 and July2025.pdf some fascinating feedback – no doubt more to come.

Brand and Image

The Brand and Reputation (even image) of the law firm is becoming increasingly important and the breadth of topics affected by it are often insufficiently understood.

What people think about the firm, it's performance and attitude affects the ability to recruit new and necessary skills and the ability to retain good performing staff. The performance by all aspects of the firm in terms of client case management, expertise and communications with clients is critical for retention – not just for one work-type but across the board and with public communication and networking and positive feedback – referred and referenced new clients.

How people are handled from in bound enquiry expertise with attitude and SLAs plus whether it be on the phone or face to face attendance with appropriate questions and the necessary smiles.

Clear demonstrations of the necessary expertise with the changing business, government, taxes and family world are also important with web site demonstration and good communication with the client base – more of an example with Private Client to come.

Even failings in compliance and regulation now impact the image increasingly along with fines and inability to get effective insurance – not good for the brand either

Clients and potential clients are looking for skills, performance, empathy and communication – not how important how some individuals are.

More to come on this topic over the next couple of months. Every firm has to have a strategy and action point here.

In a recent conversation with Brand Specialist Phil Strachan (The Think Brand not bland Guy), (6) The 'Think Brand - not bland' Guy - Phil Strachan | LinkedIn he cited once again that Professional Services remains one of the most obvious business sectors where participating firms really do need to take positive action to differentiate themselves.

Phil believes that if they continue to fail to do so, they will just bland in with the competition and won't stand out from the crowd. Failing to clearly brand themselves and communicate effectively exactly what they stand for and why someone should choose them over their perceived competitors, they fall into the trap of being stuck in a 'commodity lottery'. By that I mean where people are just looking for the services of a Solicitor or an Accountant rather than for the services of a particular firm with a specialism or at least a very clearly understood offering and understanding of what they stand for which sets them apart from the competition.

This underlines the importance and value of being a clearly understood brand. In the Professional Services arena as much as in any other, people buy products and services but they choose brands and will often pay more for the privilege.

The objective for any Professional Services firm has to be for it to be seen to be the go-to brand in its market and/or sector and not just another undifferentiated me-too bland.

Client Acquisition, Retention, Revenue and Asset Value

Over the last few months I have made some comments about a key area within law firms where the firm is losing revenue and consequently gross profit, losing the asset value of the firm and potential sales revenue with the sale of the asset, failing to communicate with it's client base leaving itself not only open to being sued but also image and potentially adding challenges with not necessarily the right skill levels – in house and third party – being applied. Enhanced technology for easy and secure client communication is also being missed.

Sorting client satisfaction, expectation is key but there is also about 50% of the adult population without a Will. People need them, they need to be proactive for the family, assets and even business ownership – liaison with accountants and IFAs is also key.

The Private Client activity – experience and research over the last few years has demonstrated that many firms need to communicate better with their individual clients with a Will – provide information and encourage updates. Families change, beneficiaries change, Trusts or equity release need consideration

There are a number of firms that have closed down and hard copy Wills are in store rooms – recovery often a challenge. Will Banks are also being acquired by new investors.

So many firms even if using effective case management systems have not got clear databases which include all their Wills in a digitised state – easier access and clearer communication. A firm with 10,000 Wills may only have 7,000 readily accessible – makes handling the Probate not easy and makes communication with potential happier clients and more revenue not possible.

Sorting this could be handled by the firm but most do not have the necessary skills and time for the essential – digitising their Wills for future accessibility and inclusion in CRM and links to their CMS, contacting the client base in an organised manner – still alive, current circumstance, need an update and inclusion on the new CRM – followed by the firm's own campaigns or this can also now be outsourced along with the database cleanse by WBT | Bring your Will Bank to life without all the hassle. Major breakthrough now available – easily accessed added value.

The same organisation (WBT) also offers SmartShare – PC Connect which enables firms and clients to communicate securely – ask and organise updates – both ways, get signings done. Firms are able to better managing detailed private client data and dynamically update it. Can also connect to on-boarding and marketing activities.

Once this activity is complete – generating a great relationship with clients, upping revenue and GP, enhancing the brand and potential recommendations to friends by clients the firm is really in a position to up its profile for the sector and start to capitalise on the folks without Wills. The generation of marketing plans, profile and activity – direct plus with third parties like accountants and IFAs.

Let's not Forget

- PMS/CMS strategy – look at the new or insist strategy from the existing suppliers – make sure the essential added value is available.

- Data security and system availability/reliability. Too much unreliability at the moment
- Compliance and regulation – fines, insurance, business credibility
- Client relationships – retention, more services, referrals and brand
- Recruitment, people development and retention – policy and actions needed
- Resourcing – own staff or third party – accounts, document production, legal services
- Working capital management, accounts rules, appropriate financial advice – full and part time/outsourced expertise
- Is the management team up for it. Are the commitments and necessary skills in place
- Do we have the strategy to know what “it” really is. Three years to be completed every year

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