This Month:

- **Staff Communication and Development**
- **Client Priorities**
- **AI Assisting Business Challenges**

Essential Staff Communication and Development

Our business challenges certainly haven't gone away – the right skills in place, the right attitudes, meeting enhanced client demands, revenue, gross profit, controlled overheads, net profit, cash flow, regulation and compliance, security and insurance.

The pressures and demands here are increasing all the time and for many made even more difficult with problems in forecasting the economy, volumes of work, escalation in inflation and depression caused by enhanced poverty.

A major contributor to a firm's success is the performance and motivation of its staff. How communication is conducted, performance measured and encouraged and whether as management we listen to staff and ideas that they have with regards to operational and performance enhancement. When involved with case management system implementations I remember many staff holding back observations on how and where files were handled – in some cases firms were adding 2-3 days to a files activity to meet old working practices and support staff didn't bother saying anything as no one up the ranks would listen.

In July2022.pdf (professionalchoiceconsultancy.com) I included the Winning the talent acquisition and retention battle | LawFirmAmbition . If not the rest, it is worth watching the introductory video with statistics which include 41% of staff looking to leave even with nowhere to go, so few applicants per job, attrition rates and so on.

In July2021.pdf (professionalchoiceconsultancy.com) I referred to the communication essentials for different generations of staff and the contribution being made by www.weekly10.com and this has advanced so much since then.

It is critical that management listens to their staff particularly in terms of how they feel they are managed, bullied or not and how they feel the firm is geared to equality, diversity and social awareness and contribution. November2021.pdf (professionalchoiceconsultancy.com)

Introduced the business of getting an audit on staff approaches and then getting a report on results and proposed actions the businesses like Awareness. Strategy. Measurement. Inclusive workplace learning. (widerthinking.com)

As part of my drive over the last few years there has been the identification of many added value solutions – above and beyond practice and case management solutions – that help enhance the delivery of business needs.

With regards to enhancing communication with staff I have now identified a new solution for interface that will not just capture staff opinions (Q & A) but also allow them make suggestions for improvements in the firm about people, process, client interface and go even further allowing for proposal developments and acceptance. This can be across a whole organisation or specific groups within the business. Some firms may even be interested in setting up a form of client user group again to get positive feedback. User anonymity which can be sustained means more honesty plus posts are judged on their merits not the person they came from.

www.your2050.org is the business and the founder alan@your2050.org Alan Southcombe has legal and financial sector experience

There is potentially an aid to/benefit to law firms who need a solution to the requirements in Lexcel to evidence staff feedback and have little/no strategy around their internal HR. Also potentially enabling larger firms to outsource this activity for specific parts of their teams.

Here is a general staff development reminder March2022.pdf (professionalchoiceconsultancy.com)

Client Priorities

Quite rightly there is a lot of added value focus on the needs to enhance the conversion rates for inbound enquiries – some excellent products being linked to the core in house systems, training and approach to response and so on. Conversion rates of 60% can be achieved when done right as opposed to 20% with the more traditional approach. There are massive increases in revenue available here when done correctly. Three presentations on this topic in the north west in September Attend our events | Matrix247

Many firms however can forget how important existing clients are to them and in many different ways – repeat business - like updating Wills, then LPAs and then Probate. Great service also enables cross selling of all other services available from the firm in a clear and structured manner – this needs to be well structured within the firm and all staff aware of potential. Clients as well as staff are also potentially great referrers to their own networks.

Cloud Based Legal Practice Software | Insight Legal Software have just published some statistics stating that 62% of clients expect regular communication about case progress, 48% expect an explanation of the legal process, 37% of clients report dissatisfaction with their firm's communications – so potentially 4 out of 10 clients will be sharing this with friends, family and colleagues.

Historically I saw statistics that said when someone receives poor service they are likely to tell in excess of 20 people, who then pass it on in diminishing numbers but potentially 500+ people will get to hear. Great service gets passed on to between 5 and 10 others.

It is also important that clients as well as new potential are aware of how aware their law firm supplier is aware of what is happening in the market place. Lock down has proved this with clients leaving law firms because of lack of demonstration and awareness of client challenges – web site content is a good starting place.

More Added Value for Firms Priorities

The way that **A**rtificial **I**ntelligence companies are now working and providing added value integrations of IT solutions within law firms is growing at a fast pace. This is needed now as the Practice and Case Management conglomerates are sorting their product development strategies many of which needing links with third party products for a while yet to meet business needs.

One example is the growth of remote working and caution about visiting offices has provided a demand for electronic data sharing. Small firms as well as large firms need to be able to share sensitive and financial information externally but also avoid compliance and fraud risks.

AI firm HOME - OPTSM | Make Life Smarter has launched a simple and easily implemented out of the box product. **SafeShare**. Should sharing documents securely really be so hard? - OPTSM | Make

Life Smarter. Initially targeted at firms with up to 50 staff it can ensure secure files, storage and transmissions between firms and clients – very little set up and training required.

There is more to follow from them in terms of integration of the multiple systems within firms for efficiency and product enhancement with the launch of **VaultConnect** in the next few months, further enabling communication with clients and prospects with integration

Another AI company AI and automation solutions that deliver business benefits through Enabl AI (enabl-ai.com) referred to previously are also receiving praise from clients about a solution that automatically files case related correspondence, saving time and remote accessibility.

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