

Enhancing the firm-client relationship through quarterly and annual activity reporting and presentation

Client

Provide client with intelligence on their matters, how fee earner time is applied, as well as overall costs

CRP (the firm)

Equip Client Relationship Partners with an account dashboard with focus on billing information, fee earners and costs to client



Value Proposition

Client

Transparency leading to greater cost control

CRP (the firm)

Deepen relationship with client and collaboratively “tweak” and change approach as needed



Challenges

Strategic: change management

Persistent application of this practice by the firm's CRPs

Tactical: operational impact

Due to typical data fragmentation - gathering, processing and presenting meaningful report requires substantial manual work and impacts multiple admin functions in the firm (BD, Marketing, Finance, IT and even KM)

Outcome:

Innovative approach that is operationally taxing and can only be done for select few clients



Strategic: change management

Pilot with key accounts and CRPs – they will see the value almost immediately

Tactical: operational impact

- Client data cleansing
- Multiple data point integration
- Datacubes or dedicated reporting “engines”
- Workflow automation
- Presentation templates
- Archiving/storing in client focused “portals” (e.g. CRM)

Justifying the Investment

- The “spear point” for on going investments in LPM and improved file management practices
- Investing in reliable client information benefits a large number of firm processes – not just BD/Account Management
- Largely process reengineering and automation efforts – not change management!

