

# EIGHT REASONS TO CONDUCT A CLIENT SURVEY

## 1 INTEGRATED STRATEGY

Direct feedback from clients can be integrated into the firm's business and marketing strategy to bolster business development efforts.

## 2 CLIENT SERVICE

The process of completing a survey enhances the firm in the eyes of its clients by concretely demonstrating interest in client service and the desire to provide and to improve client satisfaction.

## 3 BUSINESS OPPORTUNITIES

A client survey uncovers untapped areas for providing legal services to existing clients; therefore enhancing and expanding your firm's business opportunities within the client's organization.

## 4 "REAL TIME" PERSPECTIVES

A survey provides "real time" perspectives as to the client's current business climate, potential growth or reorganization plans.

## 5 DECISION MAKERS & INFLUENCERS

Information gathered during a survey will assist the firm in identifying key decision makers and influencers within an organization.

## 6 NEW IDEAS

The survey process gives the firm an opportunity to measure the potential strengths and weaknesses of a new idea, pricing strategies, and potential strategic alliances.

## 7 COMPETITION

A survey provides the firm with information about its clients' experience with the competition, and helps the firm to evaluate what is of most value to the clients.

## 8 KNOWLEDGE

The survey provides firsthand information regarding the client's knowledge of your firm and its image.

### FACT

*Information is **POWER!** Client feedback is one of the most valuable tools a firm can have. Client surveys have two major advantages: (1) they provide current information about the direction of their clients' business, and (2) they reinforce that the firm considers client service a priority.*

*Firms using Chase & Associates to implement client surveys, have identified these eight ways in which surveys have helped to strengthen their firm's business and strategic planning process. The decision to conduct a survey requires a joint effort and commitment of the partners and staff in order to effectively utilize and leverage the information gathered in a timely manner.*

*Hollis R. Chase, President*

### METHOD

There are several methods used to conduct client surveys, including interviewing key clients by the Managing Partner or selected members of the firm's Executive Committee, retaining an outside consultant, or in some cases, a combination of both. Surveys are implemented using a variety of sophisticated and basic interviewing techniques – with well-designed questions developed in advance. The survey tool should be constructed based on the firm's strategic goals and objectives to insure the information will be useful.