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## Case Study – A CLIENT REVIEW PROCESS ADDING MUCH MORE VALUE

### **The Firm**

Thomas Eggar is a law firm with 6 offices in London and the South of England. It describes itself as a firm that seeks out creative solutions for commercial organisations and private individuals. and has particular expertise in Retail, Financial Services, Manufacturing & Logistics, Sports & Leisure, and Technology, Media & Telecoms sectors, as well as a strong Private Client practice. Part of its vision also includes “thinking differently and truly understanding our clients' needs and their industry” and a strong independent client review programme is a core part of this.

### **The Business Problem**

While an independent client review programme had been in operation for some time, Thomas Eggar did not feel it was getting as much benefit as it would like, in two key areas. The first is that the number of client interviews actually taking place was below their target, and they wanted to increase this substantially.

Secondly, and equally importantly, both the central client relationship team and fee earners felt that, although the interviews produced a lot of data, there were not as many actionable results coming from the surveys and programme as a whole as they wished to see. They wanted to address this.

### **The Solution**

Thriving proposed an overhaul to the way in which clients were contacted and invited to take part, to reduce the burden on the central team and make the process more efficient and to work better for all. This has resulted in a more than doubling of clients taking part in a typical month.

We also rewrote the structure and content of interview guides and have taken over the conduct and documentation of interviews from the previous incumbent. Much more actionable results are now delivered, both for the firm as a whole but in particular in respect of individual client relationships. The potential to extend individual relationships, and activities to do this, has been enhanced.

### **The Benefits**

The firm now sees a much greater volume of feedback, accompanied by insight that is far more easily fed into action. Christopher Wilsher, Head of Marketing and Communications, commented: *“Thriving has worked closely with us to enhance and expand our client insight programme, turning interesting commentary into actionable intelligence. We now enjoy closer working relationships with our clients and can be even better at tailoring our service to their individual and specific needs.”*