

Asialaw Data Intelligence Report

Delivering better service is an important part of upselling and cross-selling to existing clients and acquiring new ones. More sophisticated client relationship management can increase revenues per practice area or industry group and expand margins per partner.

Asialaw Data Intelligence Report contains a breakdown of client responses to asialaw Profiles surveys.

We can identify:

- 1) How clients perceive your firm and lawyers
- 2) Concerns that affect their role and how your firm can help them
- 3) How your firm compares with its peers
- 4) Market trends for the coming 12 months

The **Data Intelligence Report** will allow your firm to:

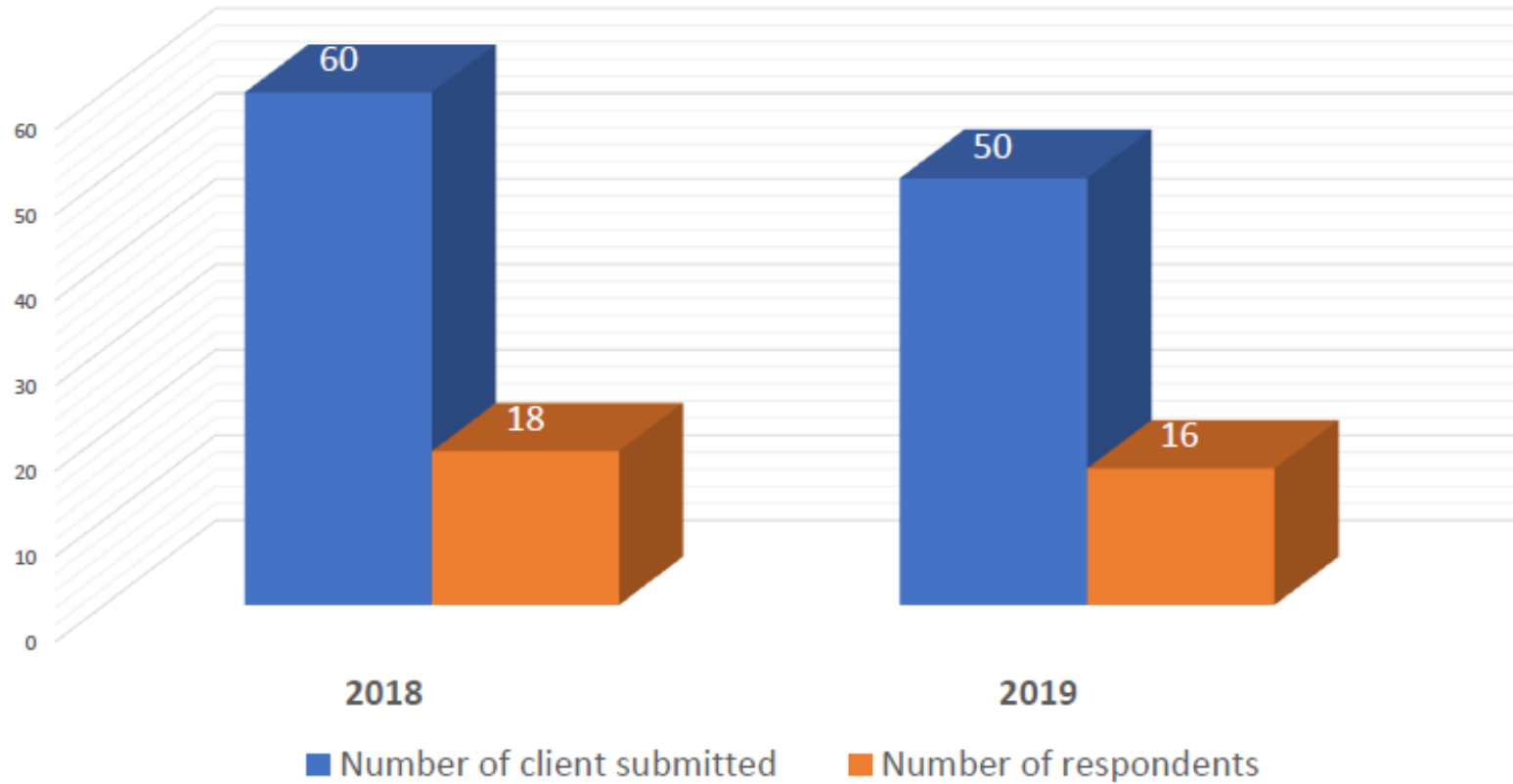
- Assess your firm at multiple levels (firm, practice area, lawyer).
- Identify issues clients have with your firm and implement solutions
- Develop new business development opportunities
- Prepare strategic or marketing plans based on client growth and needs.

The information will provide you with an enhanced appreciation of who your client respondents are and how they view your firm and practitioners enables you to improve client service delivery.

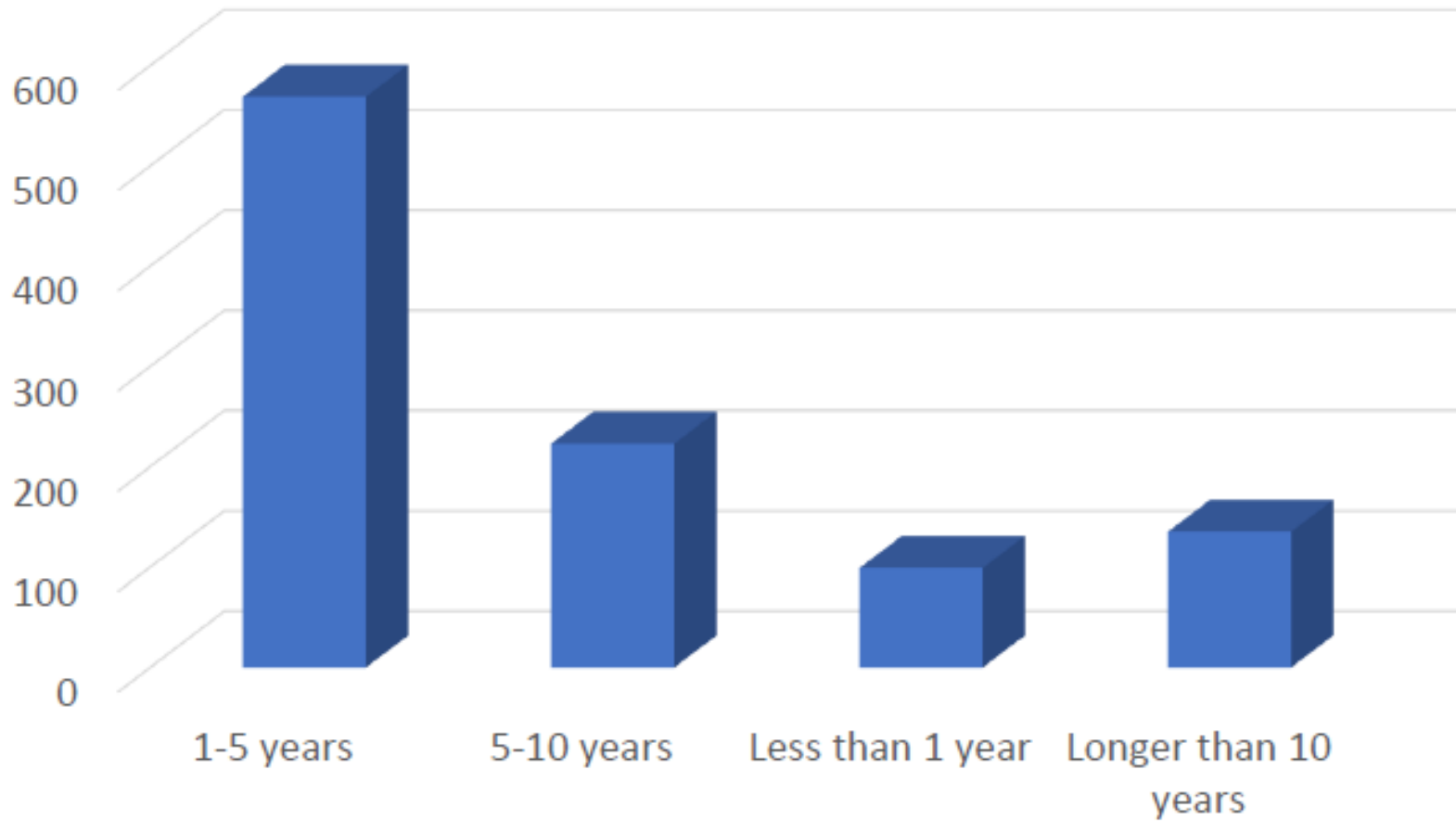
It will help leverage your firm's strengths, address its weaknesses, solidify its client relationships and ultimately increase your firm's revenues.

Understand who your client respondents are:

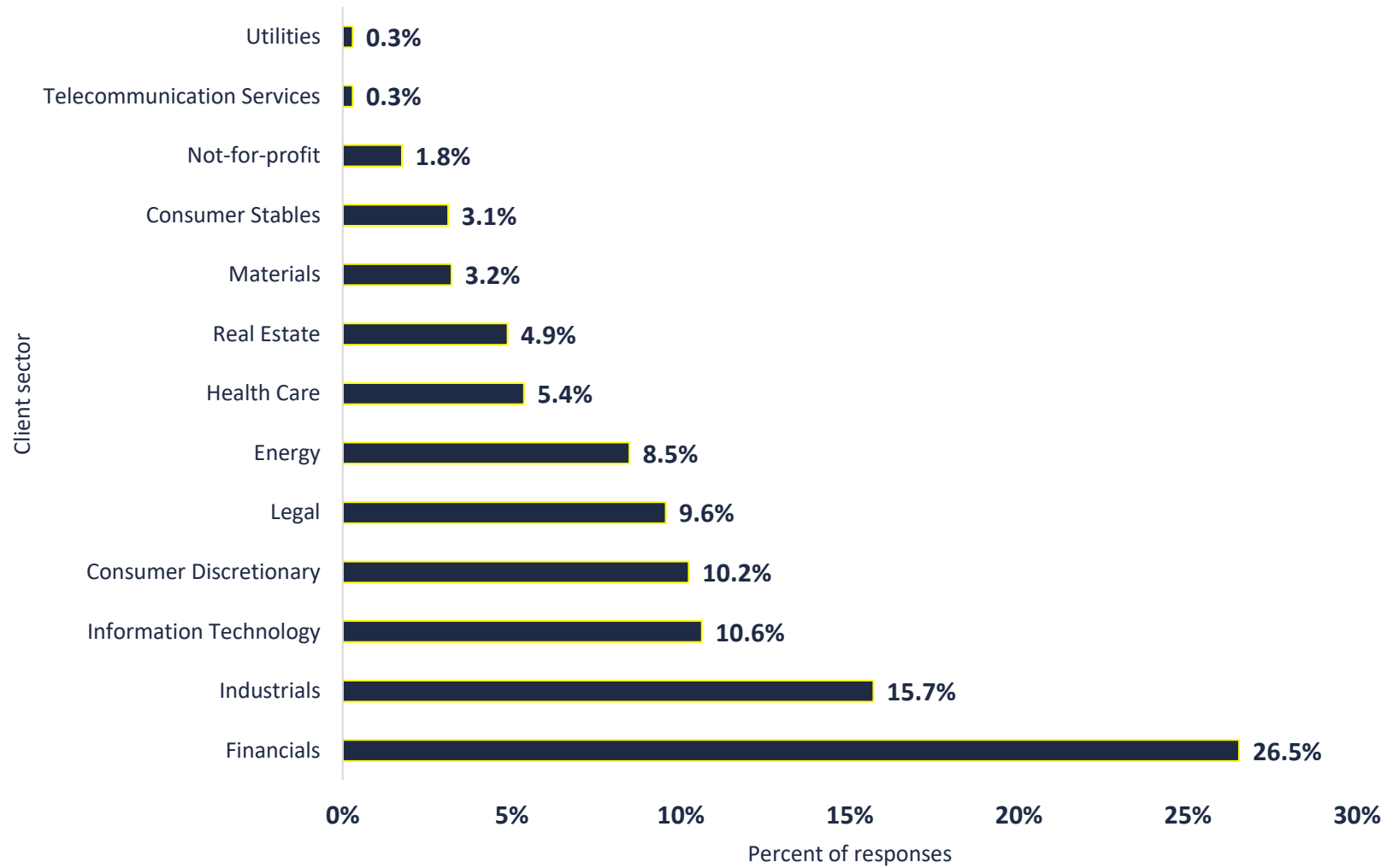
How many of your client referees participated



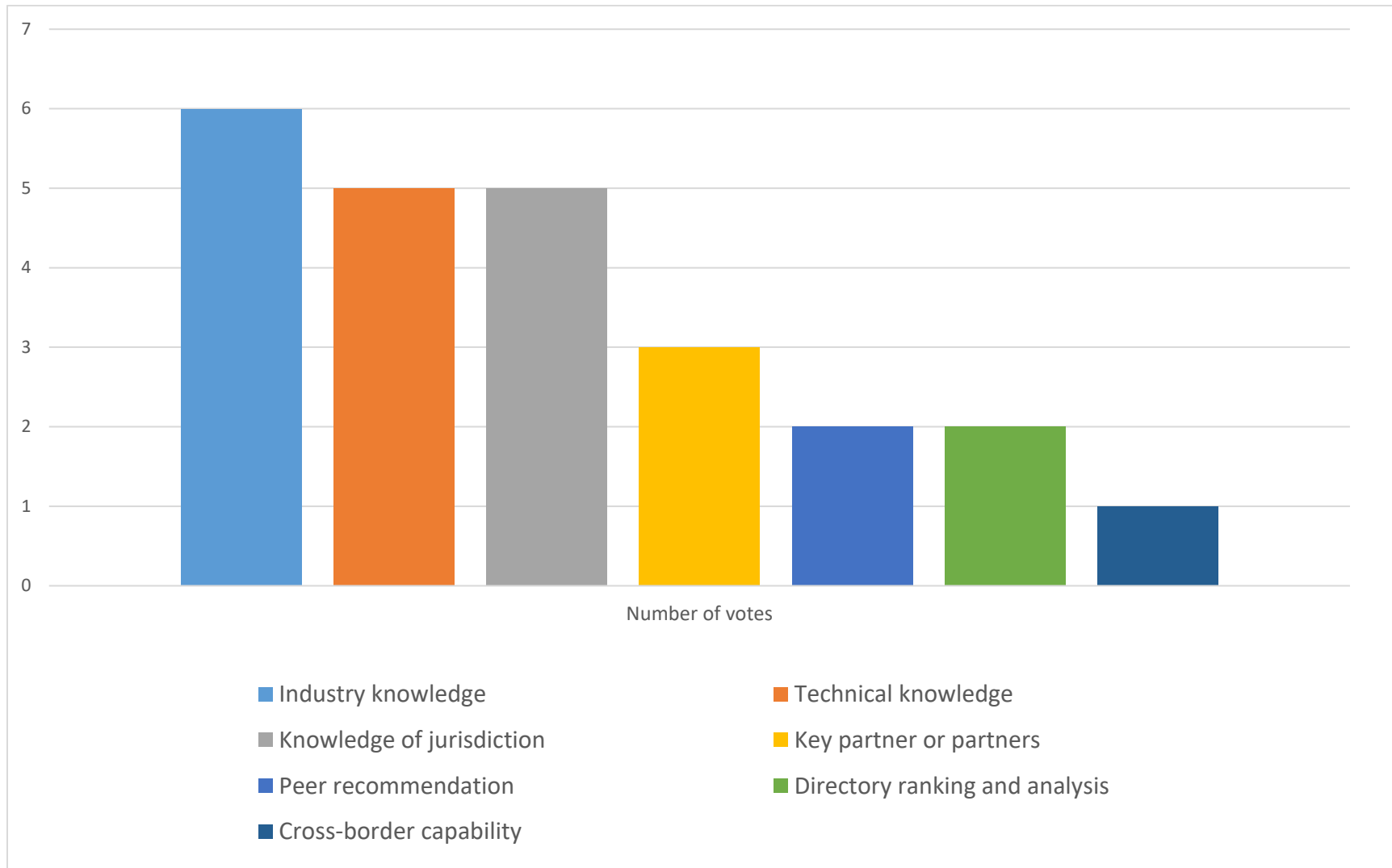
Length of time they have used your firm:



Their industries:



What they look for when selecting legal counsel:



Identify your firm's and an individual lawyer's strength and weakness and implement solutions.

Firm ratings: 1 (Poor) – 5 (Excellent)

	Costs transparency	Extensive local/international network	Industry sector knowledge	Technical ability and innovation	Use of technology	Value for money	Overall client relationship management	Risk management
	4	5	5	4	4	4	5	5
	4	4	5	4	3	3	4	4
	5	5	5	4	2	4	5	5
	2	4	3	3	2	3	3	3
	3	5	4	4	3	3	4	4
Average score	3.6	4.6	4.4	3.8	2.8	3.4	4.2	4.2

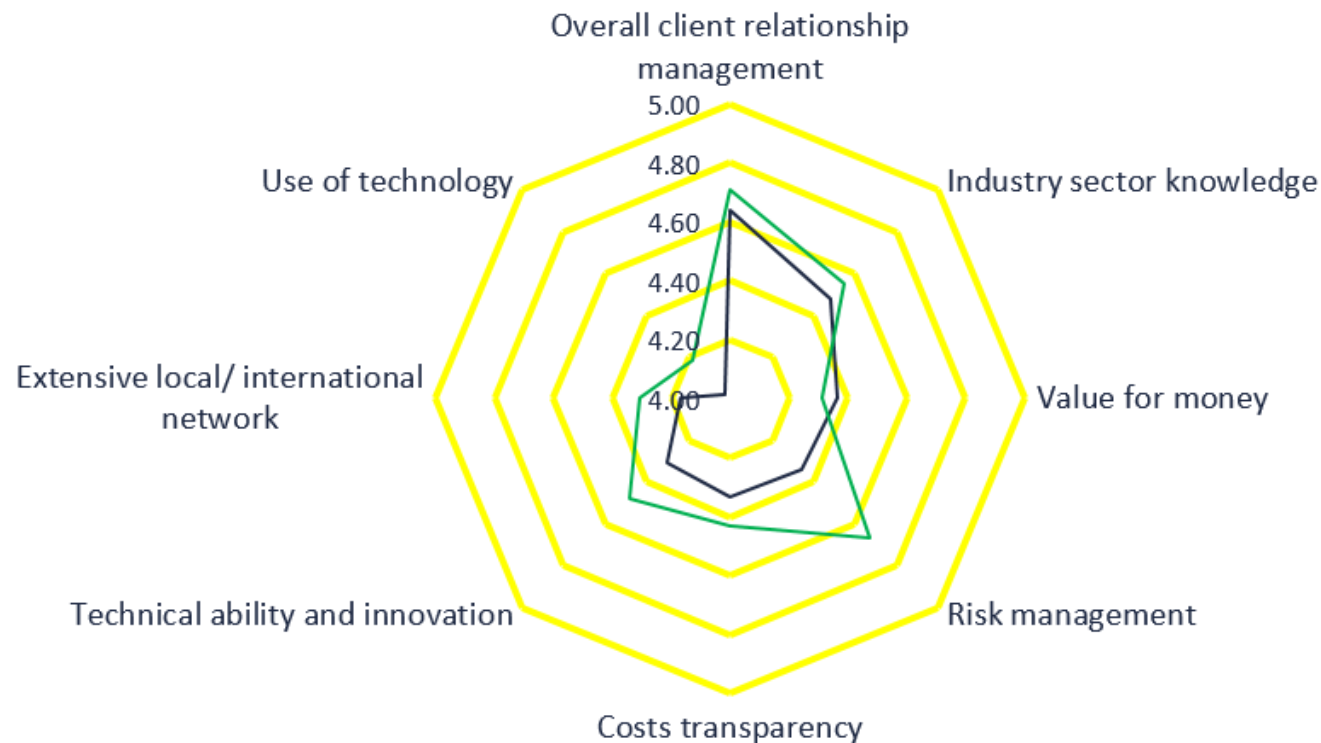
Assessment of the firm's work

Lawyers' and patent attorneys' have excellent ability and extensive experience in litigation cases.
The firm has professional knowledge and experience and can provide valuable advice and support.
The partner in charge and his team are extremely competent. The particular strength of the lead lawyer is his ability to provide possible solutions in situations. This is truly admirable as he doesn't just state the law. The team works extremely hard, are approachable and hands on.
Very knowledgeable and in depth experience in DCM. Always goes the extra mile to help their clients regardless of late hours or weekends.
Hands-on approach and provides comprehensive legal advice, taking into consideration the commercial issues in the hands of the bank and the client.

Assessment on your peers in comparison to your firm:

XYZ law firm on expertise we found the firm to be same level but we find partner availability at ABC law firm is slightly better.
DEF Law Firm & Partners, GHI Law Firm
XYZ Law Firm - comparable except in pricing. This firm offers a more competitive pricing structure.
XYZ is as good. DEF Law Firm very good. GHI Law Firm very good on litigation.
XYZ. It's a boutique firm, much smaller in scale. While I have been happy with their services, they do not have similar bandwidth as ABC Law Firm

Benchmark: How your firm compares with its peers:



Lawyer Ratings 1 (Poor) – 5 (Excellent)

PRIMARY CONTACT	Communication	Commercial understanding	Country knowledge	Industry sector knowledge	Listening to and implementing feedback	Meeting deadlines	Responsiveness and accessibility	Technical ability	Lawyer Average
A. Smith	5	4	5	4	5	3	3	4	4.125
B. Jones	3	4	4	4	4	5	3	4	3.875
B. Jones	5	5	5	4	5	5	5	5	4.875
C. Patel	5	5	4	3	4	3	5	3	4
D. Wang	5	5	5	5	5	5	5	5	5
Firm Average	4.6	4.6	4.6	4	4.6	4.2	4.2	4.2	

Lawyer Assessment:

PRIMARY CONTACT	Please provide your assessment of this lawyer's work	Net Promoter Score*
A. Smith	strengths: broadminded, reliable Weakness: Slow, not always available	8
B. Jones	Highly intelligent and can manage well, but at times are not available when needed.	7
B. Jones	Prompt and clear legal advice	9
C. Patel	Knowledgeable but had issues convincing the client to take relevant legal advice	5
D. Wang	She really understands what our client's need and she is so innovative in solving problems.	10

***Net Promoter Score (NPS)** is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and is correlated with revenue growth.

Net Promoter score firm and lawyer (vs peers):

Firm level

Rating (0-10)	Percent total	NPS type
0	0.1%	Detractor
1	0.0%	Detractor
2	0.1%	Detractor
3	0.1%	Detractor
4	0.3%	Detractor
5	1.1%	Detractor
6	1.0%	Detractor
7	7.1%	Passive
8	20.5%	Passive
9	22.4%	Promoter
10	47.4%	Promoter

Individual level

Rating (0-10)	Percent total	NPS type
0	0.0%	Detractor
1	0.0%	Detractor
2	0.0%	Detractor
3	0.1%	Detractor
4	0.3%	Detractor
5	0.8%	Detractor
6	1.0%	Detractor
7	4.7%	Passive
8	13.3%	Passive
9	21.3%	Promoter
10	58.6%	Promoter

Sample & Partners

67.2

77.8

Jurisdiction benchmark

73.8

80.1

Learn what concerns and issues your clients have and provide effective solutions.

How their legal service provider can improve its services?

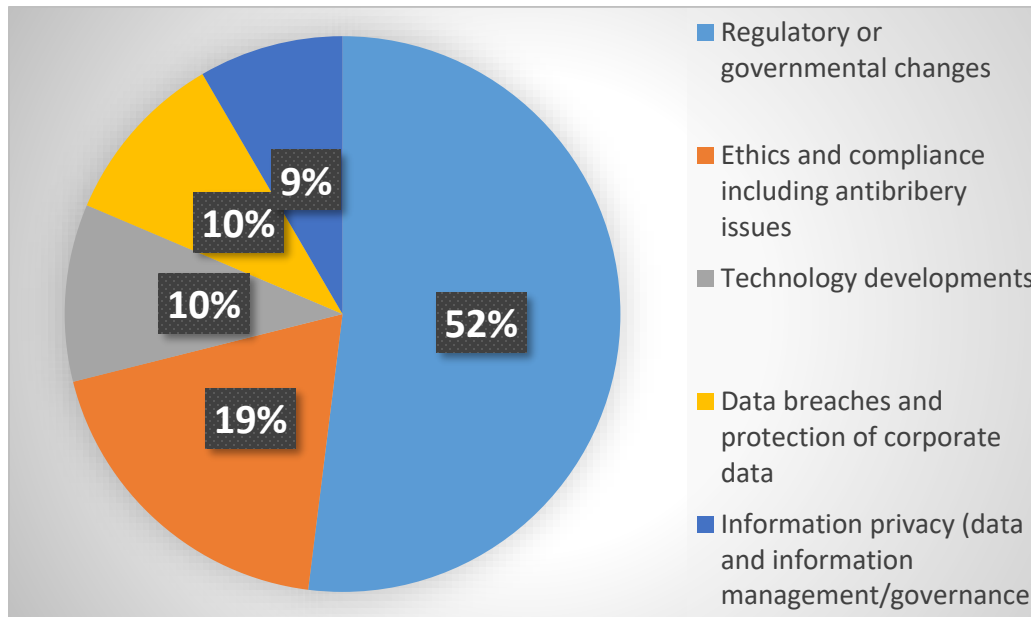
By establishing overseas offices all over the world including Tokyo.
We feel technology should be more in line with overseas firm.
More senior partner time.
More experience in construction industry.
Standardize and use tech.
Would love to see them develop more sector expertise. It will take time and has costs associated with it but the return for that investment, in my opinion, will be much more than the cost.

Where they anticipate more work in the next 12 months in your jurisdiction:

Banking and finance	Capital markets	Competition	Construction	M&A	Dispute resolution	Regulatory	Intellectual property	Labour and employment	Investment funds	Private equity
Same	Same	Same	Same	Same	Same	Same	Same	Same	Same	Same
Same	More	Less	Less	Same	More	More	Less	Less	Less	Less
Same	More	Less	Less	More	More	More	Less	Less	Less	Same
Same	More	Less	Same	Same	Same	More	Same	Same	Same	Same
Same	More	Less	Same	Same	Same	More	Less	Less	Less	Same

Key Points: Growth in Capital Markets and Regulatory work. Less Competition work. Does your firm have the capacity to reflect these market changes?

Which matters concern your clients the most?



Which matters concern your clients the most?	How your firm could do more to help with the issue(s) identified.
Regulatory or governmental changes	Be able to advise before statutes come into effect.
Regulatory or governmental changes	They could do more by being proactive in spotting regulatory or governmental changes.
Ethics and compliance including antibribery issues	Ensure that everything is above board, transparent, and objective
Technology developments	External counsel need to have in-depth practical knowledge on technology and its formulation in contractual arrangements
Regulatory or governmental changes	Give email updates, visit us and have calls to update material developments

How to order the **Asialaw Data Intelligence Report:**

As the information will be taken from the **asialaw Profiles 2020 edition** research process it must adhere to the following timeline:

- **April 27:** Deadline to submit client referees
- **June 7:** Distribute client surveys for *asialaw Profiles*
- **July 5:** Deadline for client surveys
- **October:** Data Intelligence Report delivered

To provide a comprehensive report the more clients that respond the better. We will keep you updated on the number of respondents through the process.

To prepare our team for the additional workload, the report must be pre-booked by **December 21st**.

Cost: 5.000USD

FAQs:

Q: We only supply asialaw Profiles with our best clients for feedback. By providing more clients, will this have a negative effect on our rankings?

A: You can submit 2 separate lists to us so one for the rankings and another for the report. Both sets of data will be used in the report.

Q: Will the report reveal specific client details?

A: No, we respect that clients provide us with honest feedback on a confidential basis, so all information provided in the report will be non-attributable.

Q: We already have an internal system to collect client feedback, what makes the asialaw Intelligence Report different?

A: Based on the balanced and direct feedback we have received in past years, we are confident that clients feel more comfortable providing unbiased and truthful feedback to an independent research company than directly to the firm. It is also difficult for a law firm to produce or obtain an external benchmarking which compares their firm with its peers.

Client Survey questions from asialaw Profiles 2019 edition (Note these will differ slightly from year to year)

Please state below the LAW FIRM you are providing feedback on.

Please select the JURISDICTION in which you primarily use this law firm.

How long have you been using this law firm?

Please provide your assessment of the law firm's work, highlighting the strengths and weaknesses of the practice.

- Costs transparency
- Extensive local/international network
- Industry sector knowledge
- Technical ability and innovation
- Use of technology
- Value for money
- Overall client relationship management
- Risk management

How can the law firm improve its services?

How likely is it that you would recommend this firm to a friend or colleague?

Please state the names of any other law firms you have used in this jurisdiction for similar work in the last three years and how they compare to the subject firm.

Please state the names of any law firms you have used in other jurisdictions in the last three years.

Would you use them again? Why/why not?

Please state below the name of the lawyer who is your PRIMARY CONTACT at the subject law firm.

Please provide your assessment of this lawyer's work, highlighting the strengths and weaknesses of their practice.

- Communication Commercial understanding
- Country knowledge
- Industry sector knowledge
- Listening to and implementing feedback
- Meeting deadlines
- Responsiveness and accessibility
- Technical ability

How likely is it that you would recommend this lawyer to a friend or colleague?

If you have worked with any other lawyers at the firm please state their full names below and - if you had sufficient interaction with them - provide a brief assessment of their work.

About how many employees does your company have?

Which of the below options concerns you the most? Other (please specify)

Briefly describe how your external counsel could do more to help with the issue(s) identified above.

Which one jurisdiction in Asia-Pacific do you wish you had more business information about to improve your work performance?