

# Walk a Mile in their Shoes:

## How to Provide Exceptional Customer Service in the Law Firm

Presente



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# WALK A MILE IN THEIR SHOES

## HOW TO PROVIDE EXCEPTIONAL CUSTOMER SERVICE IN THE LAW FIRM

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Kelli J. Proia, Esq.

Lawducate

Law Office Manager Webinar

April 6, 2016

# Walk a Mile

The Broad Agenda:

Communication

+

Customer Service

# Walk a Mile

What is Communication?

Communication is the “***means of connection between people.***”

# Walk a Mile

How lawyers communicate:

1. Firm
2. World
3. Clients

# Walk a Mile

## What is customer service?

© 2005 Ted Goff [www.newslettercartoons.com](http://www.newslettercartoons.com)



**“Someone calling themselves a customer says they want something called service.”**

# Walk a Mile

## What is customer service?

### Definition of Customer Service:

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Customer service is a series of activities designed to enhance the level of customer satisfaction.



# Walk a Mile



# Walk a Mile

Why is customer service important?

Please rate your experience

- Outstanding*
- Excellent
- Very good
- Good
- Average
- Poor



# Walk a Mile

*“People will forget what you said.  
People will forget what you did.  
But people will never forget how you  
made them feel.”*

-Maya Angelou

# Walk a Mile

**How can lawyers make clients happy?**



# Walk a Mile

Create a Client-Focused Law Firm.

# Walk a Mile

## Rule #1

***See the person*** sitting across the table from you, not a legal matter.

# Walk a Mile

## Rule #2

***Treat that person*** like you would want to be treated if you ever found yourself in their shoes.

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*Would you want to be your client?*



# Walk a Mile

## Best Practices

# Walk a Mile

1. Define your customer service standard.

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*“Customer service succeeds when it accomplishes what the organization sets out to accomplish.”*

- Seth Godin

# Walk a Mile

Google



NORDSTROM

Disney

Zappos!  
POWERED by SERVICE®

# Walk a Mile

2. Integrate customer service into you firm's culture.

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## Definition of Culture:

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Culture is the way of life in your firm; it's the way we do things around here.

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## The 5 Pillars for Creating a Great Culture

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Have a vision.



# Walk a Mile

Purpose:

Why does your firm exist?

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Values:

Name them.

Own them.

Live them.

# Walk a Mile

Hire amazing people.

# Walk a Mile

Offer wow experiences.

# Walk a Mile

Your firm's *culture* is influenced by *everyone* and is incorporated into *everything* in the firm.

# Walk a Mile

Customer Service is  
*everyone's responsibility.*

# Walk a Mile

3.

**IT'S NOT  
ABOUT  
YOU.**

# Walk a Mile





# Walk a Mile

Don't assume your clients know what you're talking about.



# Walk a Mile



# Walk a Mile

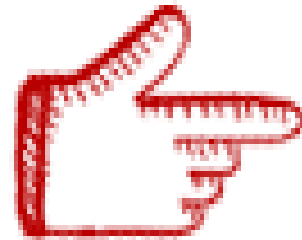
## 4. Set and manage client expectations.



# Walk a Mile

5.

**FREE  
BONUS**



# Walk a Mile

6.



# Walk a Mile

## 7. Embrace client feedback.



# Walk a Mile

8.



# Walk a Mile

Invest in great systems and processes.





# Walk a Mile

Invest in social media and blogging.



# Walk a Mile

Invest in a remarkable website.



# Walk a Mile

Why should my firm invest in client happiness?

Because happy clients will do business with you again and they will refer their friends, colleagues, and family to you.

# Walk a Mile

Why should my firm invest in client happiness?

Because it might be your best competitive advantage. (Everything else can and will be copied.)

# Walk a Mile

## Questions & Answers